

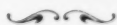
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✻ November first will be a special number on children's work. In this issue, Miss Helen Martin, Western Reserve School of Library Science, will start a monthly page of juvenile book reviews which will be continued after November in the middle of the month issues. Miss Jacqueline Overton will tell the fascinating story of the Westbury Children's Library which began as a dream but has blossomed into a very sturdy reality and there will be other interesting articles by authorities in this field.

✻ This issue begins the first of a series of biographies of librarian authors. In starting a new feature, such as this, we are striving to please you but we cannot know whether you are interested unless you tell us. Will you not let us know if you enjoy a special department or if you have suggestions for future inclusions?

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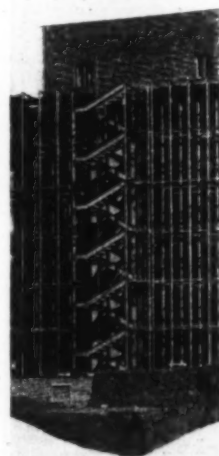
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In planning stacks to be installed in old buildings it is possible by a skillful arrangement of stairs and balconies to obtain the maximum bookstorage value from the available space . . . We shall, without obligation to you, plan a book-stack installation for any room or rooms in your present building. Please give us the exact dimensions of the rooms and complete information as to your bookstorage requirements . . . Your inquiry will receive a prompt reply.



*Construction View Stack Addition  
No. 2 . . . University of Illinois  
Library, Urbana, Illinois.  
Mr. Phineas L. Windsor,  
Director.*

**SNEAD & Company** ♦ *Founded 1849*

**92 Pine Street, Jersey City, N. J.**

**CANADIAN BRANCH: 58 Wellington Street East, Toronto**



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# THE LIBRARY JOURNAL

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~ OCTOBER 1, 1929 ~

## Messy Publicity

*Librarians Will See Themselves, Or Rather Their Publicity Methods, As Others See Them In This Frank And Constructive Article On What Is Wrong With Library Advertising*

By Margery Quigley

*Librarian, Free Public Library, Montclair, N. J.*

"All along o' dirtiness, all along o' mess,  
All along o' doin' things rather-more-or-less."  
—Kipling.

WHEN, back in our youth, the good ladies of the Missionary Society decided to sell jelly rolls and devils-food and cup-cakes in the corner drugstore they placarded the other shops with home-made posters and posed the cakes themselves in the drugstore window in complete ignorance of all the laws of window dressing. The enthusiasm and the methods of these pioneers are still with us; we still entrust our publicity to the young woman on the staff who is "artistic", and we still rely on the pulling power of a motif she cuts from magazine covers and appliques on a sheet of cardboard. There is certainly a dead hand hanging over most library publicity and it is the hand of the first woman to organize a village cake sale.

The person who could write most effectively on the futility of much of the library publicity today is Thomas Beer, the author of *The Mauve Decade*. He knows American Victorianism in all its manifestations and he would know why we keep on with advertising which is in the black walnut tradition. For Victorian our publicity is. We print quantities of school girl compositions; our speeches are full of platitudes. One needs only to think of the beautifully designed and printed advertising for books, of the lists, pictures of authors, and illustrations a reader can pick up free in any book department to see that in appeal to the eye library advertising is fifty years behind time. A layman has only to listen to an average library speech to begin wondering what the local library is getting at, anyhow. I once saw a bookseller looking

at a typical library display—one of those constructed from homemade posters, homemade lists and old books, dilapidated but good when you get into them. He remarked, "A book seller couldn't afford to set up a display like that and I don't believe you library people can, either."

### *Many Services Still Unknown to Readers*

One of the easiest ways to find out whether the sum total of all this library publicity of ours is successful or not is to go away from home on a vacation and mention incidentally to everyone you meet that you are a librarian. A perfectly blank look comes over the faces of most of the persons to whom you confide this great truth. One summer I went a step further and decided that whenever I met any one who seemed to be interested in books I would gradually lead the conversation around to asking for suggestions for making the library better known to readers in general. I discovered then that the most elementary forms of library service, the simple practices in which all libraries engage in order to make life easier and more interesting for library borrowers are practically unknown. The use of the telephone, the recommendation slip, the *Readers' Guide*, things which we librarians have known about for so long that we cannot believe they are unknown outside our circle, were not a part of the every-day knowledge of any of my new acquaintances. It is too easy to excuse ourselves on the ground of inadequate support or the competition of circulating libraries, and we have done it much too long.

### *Cooperating Library Advertising the Next Step*

It is also easy to poke fun at the amateurishness of our own publicity and that of other libraries we know but whose names we are too polite to mention. It is not so easy to think up ways to make library advertising more effective and to get that advertising carried through. We must begin to work on the advertising of larger library units. For instance, all the libraries of a city must go in for joint pieces of advertising—a rotogravure page of libraries or librarians or library scenes once a year at least, a library column once a week on the book page of the newspaper. In this day of automobiles, when readers often borrow regularly from three or four libraries, joint advertising by suburban libraries in the same district or on the same bus line, and county wide advertising when the libraries are independent units are greatly needed. The State is another obvious unit for library publicity, but the committees on publicity in our State Library Association might in most cases just as well be dead.

When we listen to the reports of treasurers of library clubs, we almost never hear that a good, fat item for any joint publicity has been paid out. The day must come soon, however, when we stop diffusing our publicity efforts and pool funds for advertising. When the millenium arrives each library will pay in ten or twenty dollars a year toward wise general advertising by our State association or our State library commission or a county committee.

### *Seeking Publicity on a Larger Scale*

The day must also come when each of us works for State-wide or nation-wide releases about libraries. It is no harder to get an article about libraries into a magazine than it is to wrest permission to speak about the local library from a small local organization. In fact I am sure that it would be much easier to secure the publication of a page of photographs of librarians who are Rotarians in the national organ of the Rotarians than to force local Rotarians to listen during their lunch hour to a speech on "What Your Town Library Has for You and Your Family."

Then another messy thing about library publicity is the way we librarians cringe, and apologize about our wares. Why should we? We have the most interesting wares in the country—books.

We need daring, and what seems to us audacity, almost impudence, in our advertising. We frankly need to jazz our style. Last winter a reference librarian wrote to a popular author and said, "In your next novel won't

you please send your detective around to the reference room of a Public Library? We need the publicity."

"Gladly," the obliging author replied by the next mail.

In consequence thousands of readers of a *Saturday Evening Post* serial last spring were told for four weeks in succession that the detective and half the other characters in the tale were able to find exactly what they wanted in the newspaper files of the nearest public library.

### *A Program of Advertising*

The vital ideas in library publicity are to give the library a higher place in the regard of the townspeople by featuring our service and to emphasize the need of adequate support for the library. The importance of the library to great groups in the community is increasing every day; but our publicity generally ignores this primary fact. We condemn ourselves desperately with an indifferent exhibit, but leave the essentials to take care of themselves. That seems messy publicity.

Most of us are not advertising anything really worth while, but instead spend our strength on listing a few little books by author and title. When we need a new building or a bond issue, we go in for dramatic publicity which is usually of good quality and effective. But bond issues and new buildings do not enter the advertising program of many libraries more than once or twice in a life time; and so, because we lack something large to stir public opinion in our favor, we advertise only the small things. These we advertise badly and sporadically.

We have no program for our advertising. We shoot an arrow into the air with a pretty little pink list fastened on its tail—and Longfellow again proves a good prophet.

Has our reference department, for example, written out the goal of usefulness it has set for itself at the end of the next two years? Has it listed the steps it desires to take in making the townsmen know about its telephone service, its special aids to business men, and its book collection? How many children's departments have a definite advertising program? How many librarians know exactly how much they are willing to spend on advertising, counting labor as well as printing and supplies, and how many librarians know what they want their publicity workers to do beside writing up library happenings and getting them into the newspapers?

### *Gone Stale?*

I suppose we librarians feel that people have heard about the various phases of our service

so often that there is no reason for repeating much of our publicity. But there is always someone whose talents can be obtained for money who in interesting and novel style is able to ring the changes on our daily routine.

We must include in our pay rolls definite amounts for such publicity workers. We need to bring so-called outsiders to our staffs. The chief librarian has had to write the library's publicity twenty years too long.

## Librarians All

*A Doll Display Illustrating the Library Profession Is a Novel Method of Publicity*

By Beatrice Sawyer Rossell

*Publicity Assistant, Albany Public Library, N. Y.*



*Librarianship as a Profession. Illustrated by Miniature Librarians, Arranged by the Albany Public Library for a Recent Exposition of Women's Arts and Industries, Sponsored by the City Club of Albany. Lower Posters Were Hidden from View Only While Picture Was Taken*

**L**IBRARIANSHIP as a profession was illustrated recently in an exhibit arranged by the Albany public library as part of an exposition of women's arts and industries, held under the auspices of the City Club of Albany in one of the large department stores of the city.

Ten doll "librarians," both attractive and efficient in appearance, were shown engaged in

characteristic occupations. At a tiny loan desk, the public librarian served a workman, flapper, chauffeur and housewife—the "all sorts and conditions of men" to whom the public library means recreation, inspiration and education.

A county librarian stood beside her book wagon, lending books to an isolated farmer's wife and her children, one child being perched

on the running board of the book wagon, peeping at the bright colored books inside, the other seated on the ground being absorbed in a large illustrated copy of *Mother Goose*.

At the State librarian's desk an important looking specialist sought aid, while all around the librarian were piled packages of books which she was sending to small libraries and individuals throughout the State.

A college professor sought assistance of the college librarian, while a charming young student waited for help in looking up some of her references. In the children's library a story hour was in progress; a pretty young librarian in a bright colored smock being engaged in telling stories to a group of attentive children who were gathered around her in front of the fireplace.

These libraries and their attendants all represented the general services which professional librarians give, but the more specialized branches of library work were illustrated also.

An art librarian, having selected one Japanese print to display on a nearby bulletin board, was engaged in sorting others preparatory to filing them. A music librarian was taking several pieces of sheet music from files (kindly supplied by Yawman & Erbe Co.) for the benefit of an inquiring musician.

In the school library the librarian was helping two high school students who had asked assistance, while three smaller children, who had found the books they needed, studied at tables near her. Only one patient served by the hospital librarian was visible, but she seemed happy in the possession of a novel which kept her from thinking about her aches and pains. The last figures in the exhibit showed the busy business librarian, her telephone in use, with two men of affairs seeking her services.

Above the back of the booth was the caption "Librarians All," while below were eight

large posters, telling in about fifteen words apiece the services each librarian rendered. The A. L. A. pamphlet "Librarianship as a Profession," was displayed with the exhibit for those who might be considering the possibility of library work.

The exhibit aroused considerable comment and was given good space in three newspapers. It was later shown in the City Club window in

the business section of Albany and is now being used in an industrial exposition where it attracts hundreds of visitors.

It is not entirely suitable, however, for such a huge place as an armory. It is recommended to anyone interested in having a similar exhibit that fewer and larger figures would be better for a very large space. The small figures are excellent for window



*This Picture of the "Librarians" Was Taken Later Than the First, at an Industrial Exposition, and Gives a Clearer View of the Figures and Their Equipment*

and library displays and for use in moderate sized exhibits.

At the armory it is simply a drawing card that makes it possible for the assistant in charge to distribute thousands of lists to interested visitors. The lists most widely distributed are: "Books for Homebuilders," "Automobile Care and Repair," "Detective and Mystery Stories," "Books for the Industrial Worker," the A. L. A. Reading Course announcements, a leaflet about a new music collection, *The Bridge* (the library bulletin) and various lists for boys and girls.

The cost of dolls and furniture was \$68.64, the most costly items being the loan and librarians' desks, which were made to order. The dolls and most of the furniture were purchased from F. A. O. Schwarz, Fifth Avenue, N. Y.

A pleasant feature of preparing the display was the enthusiastic cooperation of fourteen workers from the various libraries in the city, who "bound books," dressed dolls, painted furniture and provided ideas, without which the exhibit would have been much less successful than it has been.

*The importance of the public library can hardly be exaggerated.—George Bernard Shaw.*



# Getting the Most Out of Other People's Advertising

## *How the Busy Librarian Can Make Attractive Displays Out of Paper Samples, Calendars, Maps, and Other Free Advertisement Materials*

By Ethel Cleland

*Librarian, Business Branch, Indianapolis Public Library*

DISPLAYING advertising matter on the bulletin boards of the Indianapolis Business Branch Library never caused any trouble—but once. On that occasion there had been put up some beautiful examples of color printing, issued by a big eastern paper company to illustrate the possibilities of a new high-grade paper that was being put upon the market. A representative of a local paper firm saw the little exhibit and came up to the librarian's desk, fairly spluttering.

"It's not right," he said, "for you to advertise the Blank Company's products."

"We aren't *advertising* anything," we replied, rather alarmed by his violence. "That material was put upon display because it is so good-looking. It's the kind of thing every advertising man, every printer, every commercial artist who comes in here is interested in seeing. And lots of other people, too. If your company has anything as striking, bring it in and we'll be only too glad to display it."

He went away, still grumbling, but in a few days he was back with a big package of lovely samples of some new soft-toned colored papers his firm handled. It made a very attractive display. Since then this company has kept the Business Branch on its mailing list for good pieces of advertising matter. A number of other local firms and agencies make a practice of leaving with us their advertising matter of exceptional quality. Whether we display it or not is left entirely to us—usually we do.

Advertising is a marvelous source of material and information for libraries—and many libraries know it. It can be used in two ways: as pamphlets preserved in the library files supplying in attractive, condensed and readable form valuable information difficult to locate elsewhere; and in libraries which have developed a special service for the business interests of the community, it can be employed for displays. Modern advertising is of vital interest to business men and women.

The four big bulletin spaces inside the Indianapolis Business Branch are never empty, and the smaller one on the sidewalk outside the building which houses the branch features a new display at least once a week. Most of these displays, inside and out, are made

from the advertising matter given to the library by the firms and associations issuing it.

Big pieces are naturally in high favor, as they make the most spectacular displays. Posters of all kinds, especially travel posters, are like windows opening out of our crowded, busy quarters into other worlds and distant lands. A set of five enormous posters in bright colors and bold designs, sent us from a travel bureau in New York, are to go up as this is written.

Maps, too, are valued for their size—nothing makes so effective a display as a big map in bright, clear coloring. It takes a strong mind to resist examining a striking map. The library gets many fine United States Government maps, State maps of all kinds, and some city maps, but the maps that make the best bulletins are the decorative and clever ones issued as advertising.

Next in popularity to the larger pieces, for inside displays, are whole sets of material, designed to be exhibited together and in harmony from manner of treatment, art work, type, or some such common factor. These sets, often constituting the mailing pieces for a whole advertising campaign, feature new products or advocate new uses for old ones. Many of the best for our purposes are designed to show what paper, ink, engraving, color reproduction and printing can do.

Travel booklets of all kinds are always good for a place on the bulletin boards if they are colorful and provocative. Who isn't fascinated by pictures of inaccessible places at home or abroad, and by the thought of long journeys and delightful excursions? Twice a year, at least, in spring anticipating summer vacations, and in fall for winter ones, travel pictures, booklets, maps and posters go up on display. Some of the best posters and maps, as suggested above, come with this travel material from railroads, steamship lines and travel agencies.

Other distinctly seasonal displays are made at Christmas and Thanksgiving. Here we use the most effective of our big collection of house organs, those whose holiday dress best depicts the season. There are always enough to make excellent exhibits, the most beautiful, perhaps, which we achieve. And

soon after New Year's Day we begin putting up the most delightful samples of the calendars which literally pour in. There are so many of these, in fact, and most are of such large dimensions, that the bulletin boards are filled again and again, new calendars arriving in the mail to take the place of those that have been up some time.

Charts and graphs, rarer finds among advertising, never fail to attract attention when mounted where they can be seen and read. Some charts, analyzing markets or production or prices or sales, are brilliant in coloring; others are equally effective in black and white; some are frankly pictorial; some impress by their size; others by the formidable amount of statistics they present. A series of charts on the bulletin boards always seems to give the Business Branch Library an air of scholarship and research.

The outside bulletin board, only about the size of a desk blotter, has as its main object in life to call the attention of the passerby to the business library within. Each week a list is posted on it of the latest business books received in the branch, and each week a new and attractive display of small size is put up to call attention to the list. A bright little map, a striking chart a few inches square, a timely portrait, a clever paragraph on some topic of

the day, even an illuminated bit of verse—there always seems to be something new and good and interesting at hand, and most of it started life as an advertisement. Librarians, mere amateurs in advertising and novices in poster work, could never accomplish anything that would serve the purpose so well as these advertisements we borrow from others.

What becomes of all this material after it has served its day on the bulletin boards? Much of it finds its way to the library files to be preserved for its informational value. The posters are frequently displayed in other departments of the library system or loaned to schools. Many maps and charts prove of lasting worth. Travel literature is filed under the country described. House organs are clipped for their covers, for timely articles and for pictures. Most of the calendars are finally given away—there isn't room to house them permanently. So popular has the annual distribution of calendars become that many are reserved while still up on the bulletin boards.

It is a great pleasure to receive all of this beautiful and interesting advertising, an education in modern advertising to handle it, and real fun to try and display it to the best advantage. Advertising livens up the library, interests the library clientele and augments the reference resources.

## Library Publicity as Seen by an Outsider

*Suggestions for Library Publicity by an Advertising Expert Who  
Confesses Never Having Spent More Than Twenty  
Minutes at a Time in a Public Library*

By Ada Taylor

*Personal Representative, Hotel Chelsea, Atlantic City*

THE business, or profession, if you will, of publicity has risen, like so many other modern callings, from a vocation which was formerly looked upon as something not quite ethical, to a vocation of some importance. A person once engaged in such an employment was sneered at as a mere P. A., short for Press Agent, as necessary, to be sure, but not to be recognized in good company. The poor P. A. was lucky if he knew where to hang his hat or what business address to give.

Now, however, this person shoulders the dignity of some such title as: Educational Director, Personal Representative, Publicity Superintendent, Promotion Manager, Public Relations

Counsel, or Fourth Vice-President in Charge of Exploitation. And he always has a typewriter of his own; more often than not, a stenographer, in some cases, a room full of stenographers, typists, and clerks; his name, many times, appears on the glass door of a private office spoken of, in a hushed voice, as a "studio," which is decorated with all the necessary effects to inspire him to produce an IDEA. He is, as you may conclude, now not only recognized in good company, but actually acknowledged and respected, so unashamed have individuals and groups become to the idea of advertising through the medium of publicity.

The theatrical business is the father of publicity. To extract the price of a ticket for a performance from an erstwhile audience, the promoters resort to all the advertising methods:

Paper presented at the joint meeting of the Pennsylvania Library Club and New Jersey Library Association, Atlantic City, March 8-9, 1929.



display advertisements in newspapers and magazines, billboards, news stories and stunts. With the first two ways everyone is quite familiar, and they may be classed as "paid for advertising," but the latter two ways are not often recognized as advertisements, for it is their mission to be subtle, to be "news," and they are known as "publicity."

News stories, because they have what is known as news value, win the coveted space in newspapers, the reading columns, and when the unsuspecting eye is caught by them, the mission of such stories is partly fulfilled. They have been read. Of course, to make them a complete success, they must have in them the necessary "something" to arouse in the reader's mind the desire to see that show. These stories must be most carefully written, even to the point that the keen city editor may not suspect he is advertising something for nothing.

Stunts are carried out with the same purpose in mind, to look accidental, so that a news photographer might believe he made a lucky find. The idea must appear to him as spontaneous and innocent of an underlying motive, such as advertising. And it takes skill to pull the wool over the eyes of the camera man.

Of course, there are times when the Press Agent will frankly tell the city editor or the camera man that the story is pure publicity, or that the stunt has been created—there are such times—but not too often.

A sample of a typical theatrical news story, though recently overdone, is the censoring of a play on the ground that it is indecent. Whatever lesson in human behavior one might wish to draw from it, the fact remains that as soon as the general public has a hint that a show is naughty, it, the general public, immediately flocks in droves to see it. Two or three years ago, a play in New York was dangerously near "flopping," to use the trade term, when the promoters arranged for the arrival of some policemen who pretended to attempt to stop it. The story rapidly found its way to the newspapers, having been written long before the episode, and was hungrily gobbled up, with resulting advertisement sufficient to make the play a success and its promoters rich.

As to theatrical stunts, there are so many it is difficult to choose between them for an example. However, I think of one that Willie Hammerstein, considered one of the greatest showmen of New York of his day, offered to his believing world of about twenty years ago, when he turned a mediocre German actor into a famed headliner over night. Mr. Hammerstein, for weeks, had widely advertised the arrival of The Greatest Living Arabian Artist Abdul Kader and his Three Wives. Paren-

thetically speaking—in choosing three wives for the pseudo-Abdul Kader, Mr. Hammerstein showed his knowledge of human psychology before there was available to him the hundreds of text books on the subject. Had he "billed" the act as "Abdul Kader and Wife," or "Mr. and Mrs. Abdul Kader," or "Abdul Kader and Sahib," there would not have been the drawing power there was, for better no wife than just one in such a case. If he had given Abdul Kader two or four wives, the two would not have been quite sufficient when one is going in for polygamy, and the four, perhaps one too many for anyone but a Solomon. And there is a mysticism about three, good luck, too, so it proved for Willie Hammerstein.

The stunt was operated, briefly, as follows: While the big steamer was at quarantine, three American women were put on board. Here they changed their garments and were introduced to "Abdul Kader," who until this moment had been quite unnoticed by his fellow passengers because he looked as one of them, but now he appeared in his adopted Arabian clothes.

When the boat docked, through the clever work of Mr. Hammerstein, excitement was at high pitch. Whistles blew, the crowds jostled each other in their interest to catch the first view of this quartette, and an official welcome, predecessor of the Walker-Whalen Welcomes of today, was extended. In a brightly decorated cab, Abdul Kader and his Three Wives were taken to the best hotel. There an entire floor had been rented for them and so, with many more ceremonies, too detailed to go into here, Abdul Kader and his Three Wives were ready for their Broadway appearance. The publicity paid, for every performance found the great American public storming the doors. (And the secret of Abdul Kader's origin has never before been publicly disclosed, to the writer's knowledge. It is interesting to note that he is still to be found on the stage, but his press agent has gone and with his going went Abdul Kader's glory and fame. Who hears of him now?)

Stolen jewelry and threats of kidnapping are still used and such tales are usually the work of press agents hired by individual actors and actresses, who find it well worth the money, and actually necessary, to have their own advertising managers; for the better they are known, the greater the box-office attraction, and the greater the attraction, the bigger and oftener the pay. Countless so-called stars are such because they have been carefully and cleverly exploited, though they may not be so talented perhaps as many others in the cast, and even in the chorus. The clever press agent is to be

given the credit and, in this case, he must be content to bloom unseen and unknown, much as he did a decade ago, for no one must suspect his presence—outside of the theatrical world. However, he is never a secret on the other side of the asbestos drop.

The motion picture industry gave publicity a great stimulus, fan mail being the gauge of the salary of the players on the "galloping celluloids," the newest name for film in the trade, just as applause is on the legitimate stage. Fan mail must be encouraged by subtle methods, these methods to be devised by the player's own press agent. Perhaps it is generally known that each morning, fan mail is dumped into baskets in the studios, each basket bearing the name of a player, and each basket about four feet high. The popular player's mail overflows such a basket every day! The film company carefully notes the quantity and records it on its books—so does the press agent, and when he notices the tide beginning to ebb, he plans a new campaign for popularity.

Since, after all, as Shakespeare said, all the world's a stage, it is not strange that sooner or later, it should be realized that the publicity methods of the drama would be adopted and adapted to, what we are pleased to term, prosaic, business life. Business needs applause and fan mail in the shape of orders, accounts, bookings, patronage, as the case may be. Business has always advertised, to be sure, in the staid and accepted fashion, by the buying of space and the filling of it, but keen competition has inspired some business men to choose the ways of the theater—and here enters the Fourth Vice-President in Charge of Exploitation.

Banks have them, for instance, and send them to conventions to talk finance, and to make business prognostications, and the banks are content to spend the money necessary for this promotion work if the name of the bank appears on the banquet menu and if the toastmaster will mention it in introducing the speaker. And such mentions are natural enough.

Big realty firms have press agents to keep the real estate pages full of their new developments and advised of their sales. A typical story appeared last week in one of the New York papers to the effect that a man paid double for a piece of property that he refused five years ago and in the story appeared the names of the realty company making the sale and the realtor representing the purchaser, and the buyer. Any industry, finding itself drooping, will hire a publicity expert to revive, by means of stunts, stories and photographs, the public's interest in its product. And hotels—stands there a hotel with vision so dead that it never to itself has said, this is my own, my

own promotion department? Even churches are publishing the fact that they have publicity directors and who they are! I have before me the names of Walter Irving Clarke, of Philadelphia, national publicity director of the Presbyterian Church! It appeared in a newspaper in my own home town. For special events, firms, who have regular publicity departments, will hire a free lance publicity expert to inject new ideas into a campaign, and a friend of mine, a woman of limitless resourcefulness—which commands her a salary of three hundred dollars a week, is one day encouraging women to a reawakened interest in knitting; another, slyly suggesting various uses for ribbons that have not been thought of before; the third, putting a new hotel on the map; the fourth, arousing the manhood of our country to its need for overalls; again, promoting the sale of a certain watch by having a high government official present one to a noted flyer, or she turns to a philanthropist, who has no qualms about letting his right hand know what his left hand hath done, and arranges for him to be caught "unexpectedly" in the act of some charity, trying, oh, so hard, to hide his face from the camera man. Perhaps under the disarming enough claim of good health, she manages to have the school children of a certain city clean their teeth each morning before class—and before a photographer—while the teacher writes an endorsement of that particular make of toothbrush, or paste, saying the children cry for it.

Speaking of endorsements—hasn't American society lately gone in whole-souled for endorsements? Social register names and faces appear above pictures of coffee urns, beds, mattresses, and cold cream. The final barrier of exclusiveness has been broken down. We are at last a Democracy! And what a monument of endeavor to some unknown Press Agents this millennium is. Press Agents are everywhere; almost four out of every five humans in this highly competitive America are press agents.

Even newspapers have them and put them to work in various ways. In a measure, a lady who goes around the country giving public cooking lessons is a press agent for the various newspapers which sponsor her. The papers capitalize on her by selling additional advertising space to the various shops and factories which supply the goods that she uses and by creating reader interest by attendance prizes. Other papers have associate editors who broadcast every week, speaking on political subjects or news of the day.

Authors have them. One of the earliest, most devoted and most successful of an author's press agent of whom we have record, was Boswell; and there is not a writer today who does not secretly yearn for a faithful Boswell

to spread his name abroad and to prepare a biography for posterity.

Colleges have them and great is the field from publicizing athletic achievements to "shooting" out the picture of the most handsome man.

This is not intended to be an exhaustive treatise on advertising in general or even upon that specific phase called publicity, so I will now quickly pass on to what I would do if I were a press agent for a library. These suggestions are made without my having spent more than twenty minutes at a time in a library, so if they seem unworkable, forgive me; suggestions would come with association.

A library presents an unusual condition which should make it easier to secure newspaper space: for it is not a money making institution. That is why city editors would feel more kindly disposed to it—serving as it does, an educational and recreational purpose for the public good without monetary profit. But even if libraries are not in the business of making money, they are in the business of increasing subscribers—and so publicity is necessary.

As a newcomer in your field, I would consider the library from the angle of its various departments and study the "story" possibilities in each, seeking the human interest angle at all times. It is the human interest story that always—or nearly always—"goes over."

I might learn, for instance, that a studious little boy was in the habit of reading a number of books each week, so I might write a short story—and the shorter the better, for space is at a premium—to read something like this:

"Nine-year-old Harold Thompson, son of Officer William Thompson, of Waterbury Street, reads five books a week, according to the records in the children's department of the Grove Street Public Library.

"'Harold is our most omnivorous reader for his age,' said Miss Jane Watson, head of the children's department. 'He reads thoroughly the five books he takes home, for I often question him on their plots and characters. He likes ———'s books the best.'

"Miss Watson says his report card is made up of mostly A's and B's, and he is particularly good in English and History. Harold plans to become first a college professor and later a college president."

Other departments offer news and feature story possibilities. Take the newspaper section, for instance. Perhaps old Sam Turner, the city loafer, might drop in that room some day and pick up a paper from his old home town and suddenly see a notice asking for the whereabouts of Samuel T. Turner, formerly of Pleasant Valley, stating that his uncle has died and made him the heir. Such things have

happened many times outside of story books!

Then, too, a reader who frequents the magazine room might have found in a foreign publication, how to weave small rugs in an unusual and attractive manner. She might have been inspired to try her skill and later developed into a manufacturer with quite a business.

Perhaps, in the reference room, a subscriber might have discovered an old letter stuck in a book as a book-mark and this letter turns out to be part of a famous collection and worth hundreds of dollars.

In the legal department, there may be recorded a case concerning your very city, all but forgotten, but very amusing—for example, the case of Frank Friller vs. the City of Middletown, in which Mr. Friller sued the city because, as he claimed, its schools had not prepared his son to enter college.

These are but hints, perhaps far fetched, but truth is stranger than fiction.

Longer stories, for the Sunday edition, are good. A typical one would be on the subject of what we reveal about ourselves when we choose our books; and it might be shown that bankers like detective stories, detectives like love stories; married women like travel tales; business women like romances, and the flaming flappers like philosophy, if they do, or whatever they do, would make a good "yarn."

A publicity stunt with a social aspect could be arranged semi-annually, and, by the way, publicity should be done in a systematic way, not now and then, but regularly. One could arrange with a publisher to have an author appear at an author's tea to which the patrons of the library and leading townspeople would be invited. The author should be introduced, say a few words and answer questions. This meeting with the public would stimulate the popularity of that author and give no end of publicity to the library. Perhaps the board of directors might supply the tea and service. This could be done without tea, of course, but considerable extra interest is added by presenting the author in the informal manner that such a party makes possible. The speaking part of the program could be broadcast, and more of radio, anon.

Regular weekly contributions to the newspapers, such as the ten most popular books of the week, book reviews, and a brief biography of a new author are helpful. Daily questions and answers on the subject of etiquette answered from various books, due credit being given to the books, useful information, perhaps household hints, gardening, beauty suggestions, and ethical guides are also good publicity.

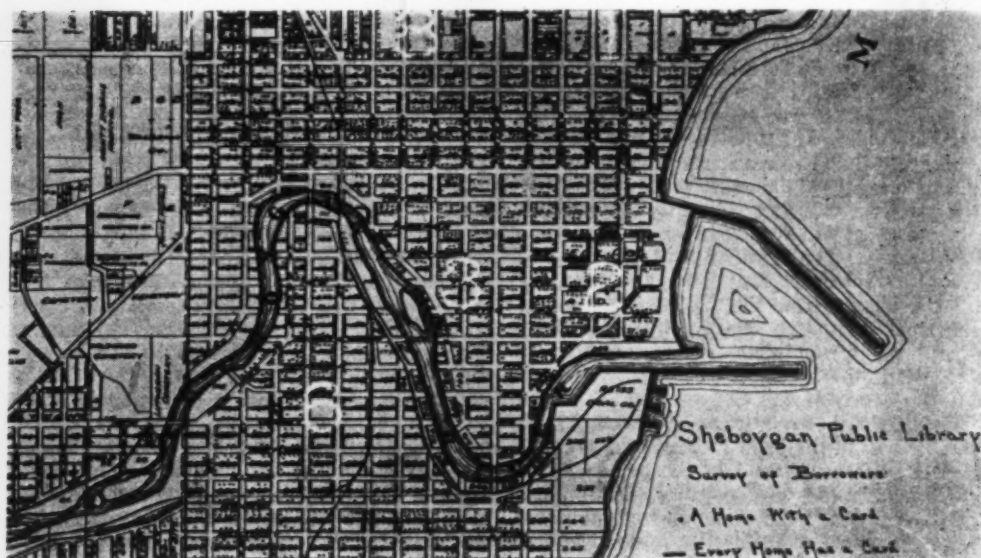
Radio may be pressed into service to advantage and when it is possible to be allotted time

and air, radio should be used regularly, perhaps once a week, and at the same time of day. Features could be arranged similarly to those suggested for the newspapers and could be supplemented by party hints, games and decorations, when the broadcast day nears a holiday, or by plays acted or well read.

If your library publicity is taken seriously, it will easily consume the entire time of one person, but to start, it might be well to have some

one devote each morning or each afternoon until the plan develops. In choosing your publicity representative, be sure you select one with a nose for news. If there is no one around, try to get one. The test is: does she know the difference between a story of a dog biting a man, and that of a man biting a dog? If she does, and can write a first paragraph answering HOW, WHEN, WHAT and WHERE, she is good material.

## Sheboygan Public Library Survey of Borrowers



*Each Dot on This Map Represents an Active Library Borrower in Sheboygan, Wis.*

A TASK which required several weeks of steady work on the part of three persons employed at the Sheboygan Public Library was finished Nov. 16, 1928, and the results of this labor were seen in the exhibition of eight maps which were distributed at prominent public places in the various wards of the city.

The maps were in the form of blueprints taken from a drawing of the area covered by the city of Sheboygan. In almost every block shown on the map were a number of dots which indicated that someone residing at that particular location was an active borrower of books at the Public Library. In all there were approximately 11,000 of these dots.

This task was intended to show the results of a survey of all patrons of the library. Before the work of dotting the maps was begun, weeks were devoted to preliminary work, having for its purpose the locating of homes in

every city block having at least one patron.

The results were surprising. In 66 different blocks every home had one or more persons who had registered and were active patrons of the library. Many other blocks were almost 100 per cent registered.

The purpose of the survey was to stimulate interest in the community in the matter of reading, and to obtain the consequent result of increased patronage at the library.

Three weeks after the maps were distributed, there was an increase of 141 families to the list of borrowers, and seven additional blocks in the city were completed 100 per cent.

The maps created great interest and stimulated reading interest. This was particularly true at the library, where it was noticed many persons scrutinized the map to ascertain whether or not their respective homes were marked with a dot.



## That Bulletin Board!

*One Librarian Solved the Problem of Her Bulletin Board by  
Making a Poster Budget*

By Mildred A. Kenney

*Reference Librarian, Denver Public Library, Col.*

To the librarian who pins her faith to current events for bulletin board last minute inspiration, that bulletin board can be a perpetual joy-killer. My reference room bulletin board was like that.

It is easy to say, "There must be a better way," but to find one is not so easy. My waking efforts proved unfruitful, but one Sunday in October I awoke with what seemed to me a life size plan of posters for the coming year—a kind of budget or schedule.

This was neither the season nor the hour for planning posters, but I rushed for paper and pencil and jotted down on a yellow scratch pad the following:

Who's Who  
Encyclopedias  
Thanksgiving  
Christmas  
New Year  
Thrift  
Travel

A feeble beginning, indeed, as I see it now, but then, having embellished it with a few quotations, I surveyed my work proudly and envisioned a series of posters on that bulletin board which would be attractive and informative.

This bulletin board, which has perpetually been my despair, is located in the lobby of the main building just outside the reference room and near the catalog. The object of having it there is to call attention to the service rendered by the department, to advertise the least familiar collections, and to attract to the department questions which patrons often do not realize can be answered at the library. It is 24 by 36 inches and dark. The poster equipment consists of a generous supply of poster paper, paints, brushes and pens, which, supplemented by printing guides from the Art Department and by magazine covers from the Periodical Division, needs only the skill of an artist to be sufficient. With skill and with time, I suppose every department is poorly equipped. Two days after I adopted the idea of planning my posters a year ahead, however, our department was offered the services of an assistant who possessed considerable artistic ability. It was then one week before the Presidential election and the bulletin board was a blank. I picked up my poster notes: "Who's Who" was the first item. There I had it! On the

cover of the current number of *Review of Reviews* was an excellent double oval arrangement of Hoover and Smith. That would serve until election day. A bulletin board, to properly justify its being in a library, must call attention to books, so this must be supplemented by a list of unusual Who's Who's to be found in the reference room. After election day, I considered, we could replace the double picture with a large picture of the President-elect. How long could we leave that up? Here I consulted my notes, mental and penciled, again. Nov. 11-17 was Children's Book Week. Nov. 26 was Thanksgiving. I could leave the poster up until Nov. 17. At that time the poem "Books, Books, Books," by W. L. Stidger, which begins

"And we thank Thee, God  
For the gift of them,"—

would be appropriate under the general heading Thanksgiving.

The National Association of Book Publishers, New York, was advertising several bulletins. "High School Projects" would be suitable for Nov. 12-17 and could be followed on Nov. 17 with a bibliography on Thanksgiving, which would make the bulletin board useful as well as ornamental.

That, too, seemed good, so I proceeded by assigning Who's Who at once to the new assistant, giving her the following instructions and three days in which to carry them out.

The result was a poster which attracted much attention. From the first hour it brought patrons into the reference room, not for *Who's Who* or *Who's Who in America*, but for Who's Who in science, banking and insurance, education, medicine and literature. More than that, the new assistant, who made the poster, had had the very profitable experience of checking every *Who's Who* in the room, and the rest of us had a two weeks' reminder of useful reference tools which we all had a tendency to forget.

While that poster was fulfilling its mission, I ordered the National Association of Book Publishers' pamphlets for Children's Book Week, placed the poem "Books, Books, Books" in the hands of the assistant and assigned a revision and combination of three old Thanksgiving bibliographies.

Meantime an assistant in charge of club

work had asked for space in which to advertise her work. I found she could have the week following Thanksgiving and leave time for my Christmas posters, which were as yet vague.

The National Association of Book Publishers' pamphlets came. In addition to the high school projects for Book Week already mentioned, there were two others that suggested immediate usefulness. One, "What shall I read—A new book list for club women," should be the very thing for Miss C's club bulletin. The other, "Suggestions for programs on books 1928-29," would also be useful there, but it appears even more valuable when I opened it to find five excellent quotations and a calendar of "Monthly Book Features." This last I scanned eagerly. Here was exactly what I needed. "New Year's Day. Make a 1929 budget of hours for reading and dollars for books to be added to the home library." "National Thrift Week, Jan. 17-23."

My notes included a quotation on Thrift roughly labeled "January." In a few minutes the essentials for two January posters were formulated.

The Christmas posters were simple. There were two. The first one was suggested by a reference question from a patron who wanted to know what to tell her children about Santa Claus. That suggested another much mooted question. "Are Christmas trees wrong?" *The Readers' Guide* used in answering the first two questions suggested another. "When will Christmas come?" Under the heading, "Before they ask you" we placed the three questions. Opposite and under the heading, "Ask the Reference Librarian for" we listed answers to these questions as found in books and magazines. This was typed in capitals on heavy Manila paper, for December is a busy month. The only printing to be had was a large beautifully designed "Christmas." This and two attractive pamphlets on "Living Christmas Trees" completed the poster, which occupied the board for two weeks.

The bulletin for the next two weeks suggested timely reference material on the history of Christmas and on the keeping of Christmas. An attractive cover in red and black, taken from the *Polish Magazine* and mounted on the same heavy Manila stock used for the typed lists, was colorful. With this were used two short bibliographies, "The First Christmas" and "This Christmas."

The New Year poster materialized as planned except that in place of an imposing sign, such as our artist could have supplied, a "home-made" and less professional looking one was necessary. It was followed on Jan. 17-23 (National Thrift Week) by

## THRIFT

Your Ship  
Can't Come In  
Unless You Send One Out  
(Ship Design)  
Reference Material  
To help you set the sails of the  
Good Ship Thrift

and a bibliography taken from the reference file on how to save and what to do with the savings.

In almost every case these bibliographies were compiled by members of the training class during half hour practice work assignments in the Reference Department. A few were compiled by members of the reference staff. One such was a list of books to browse in. This was headed with the invitation:

"Books are keys to wisdom's treasures  
Books are gates to lands of pleasure  
Books are steps that heavenward lead  
Books are friends! Come, let us read!"

The list included magazines, facsimile copies of original manuscripts, picture books (of which *Picturesque Spain*, *Charm of Kashmir* and the Dickens rare print folio are typical) and some of the more obscure volumes of the *Queer, Quaint and Quizzical*. Included with the volume of that title were such titles as *Pleasing Melancholy*, *Wax Portraits and Silhouettes*, *Wimples and Crisping Pins*, *Pirates Who's Who*.

In any library there are books which are beautiful to look at as well as valuable for research. These and others on the art of book-making inspired the "Books Beautiful" poster.

"Value is the life-giving power of anything; better the rudest work that tells a story or records a fact than the richest without meaning."

but also

"Beauty itself doth of itself persuade the eye of man without an orator."

Here were featured a list of Beautiful Reference Books, including publications of the American Historical Society, three of which are described in *Art in Genealogy*, *Michigan Library Bulletin*, Vol. 18, No. 5, May 27, p. 137; *The Book in Italy . . .*, by William Dana Orcutt, author of *In Quest of the Perfect Book* was also used. The next week witnessed the bold declaration:

"Aught hath an enemy called ignorance."

This was followed by the antidote, "How to build a good book from your manuscript," here borrowing the title of a little volume of helpful suggestions to authors by Frederick H. Hitchcock of the special book department of Braunworth & Company of New York.

Having dealt with the physical make-up of the book, a poster referring to the content might well strive to answer the question "What



is a good book?" Suggestive quotations for such a poster which we have not yet used are:

"Books, like proverbs, receive their chief value from the stamp and esteem of ages through which they have passed."

"When a book raises your spirit and inspires you with noble and courageous feelings, seek no other rule to judge the work by; it is good and made by a good workman."

"All books are divisible into two classes: The books of the hour and the books of all time. They are all at your choice, and life is short."

"Books should to one of these four ends conduce For wisdom, piety, delight or use."

"That is a good book which is opened with expectation and closed with delight."

Is a budget of posters such as we used in this project to be recommended? Yes. Not all of the posters were equally successful. Moreover, there is no adequate method by which the effectiveness of the best poster can be meas-

sured, but the plan has at least six points in its favor.

1. The unity which forethought insures.
2. A balance of emphasis in the material advertised.
3. A fair distribution of labor in executing the posters.
4. An educational reward to those who make the necessary surveys and bibliographies.
5. Alertness demanded in keeping the subjects timely.
6. The valuable experience of formulating from materials at hand plans which can be carried out by professionals or amateurs—yes, or by oneself if the enlightening misfortune befall you to have to take your own plan and at a moment's notice produce from it an effective bulletin board.

## Creating Demand

*How A Carefully Planned Campaign for Distribution Obtained Over 600 Direct Requests for One List*

By Marian C. Manley

*Branch Librarian, Business Branch of the Newark Public Library, N. J.*

MANY active organizations meet, in the course of their work, one or more problems which require special solutions. Certain tools may be devised to fill the need. These tools, of primary importance and use to their originators, may be of value to others. To provide the greatest return of usefulness on the labor expended, they should be made available and information to this effect broadcast.

The Business Branch of the Newark Public Library has a comprehensive collection of business periodicals. Only 14 per cent of these were indexed to any extent. Adequate use could not be made of their valuable material until efforts for a satisfactory solution of the problem crystallized in the classified lists of business magazines, of which the second edition, *500 Business Magazines*, appeared the first of July.

The most expensive feature in connection with this list was the work involved in its preparation. Since this was essential for the work of the Branch, it seemed logical to go on and print and distribute it that others might make it of use and that we might derive benefit from comment and criticism and from the advertising involved. The preparation and distribution of the first edition in 1926 showed the possibilities of both angles. The advertising processes, used with the first edition, but improved by experience, have produced interesting results.

The distribution of the pamphlet was planned to attain these ends: Getting it only to those to whom it would be of direct use; increasing the number of contacts helpful to the work of the Branch; promoting the realization of the usefulness of libraries to business. It has been sent only on direct request, but certain definite steps were taken to produce the requests.

First, the May number of the Business Branch *Monthly Note* was devoted to a description of the pamphlet and an announcement that it could be obtained by writing to the Branch. This was sent to the regular mailing list for the *Monthly Note* and also to all those who had asked for the first edition of the magazine list. It was also distributed at the Washington meetings. As a result 80 requests were received before the list had gone to the printer.

While *500 Business Magazines* was still on the press, letters were sent to a number of editors mentioning the headings under which their magazines appeared, asking if they wished copies, inclosing descriptive matter, and saying that it was free, and if they wished to bring the pamphlet to the attention of their readers we would be glad to fill requests that might develop.

The interested and prompt replies and the resulting comments in various magazines were the logical result of this appeal to certain in-

terests. The editors shared with us a desire to promote the use of their publications. Comment on *500 Business Magazines* would have this indirect result. Since the pamphlet was free, no advertising rules could be violated by such comment. The cooperation of these editors with the Business Branch has been mutually beneficial.

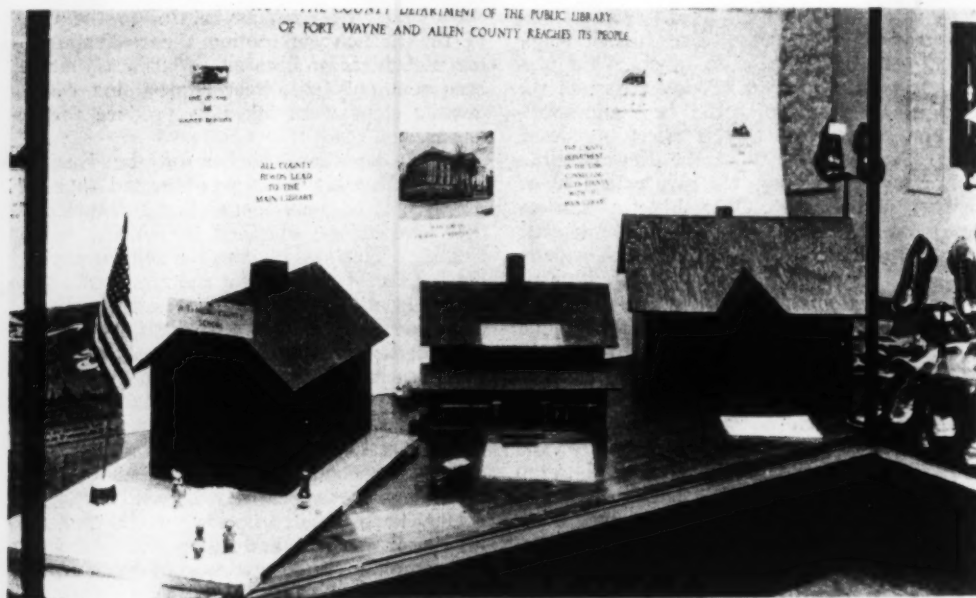
The distribution of the pamphlet was begun July 1. By Sept. 15, 639 requests had been received and filled. Comment ranging from 27 to 257 words in length has appeared in the *Bankers Magazine*, *Class and Industrial Marketing*, *Forbes*, *Industrial Arts Index*, *Industrial Canada*, *Industrial and Engineering Chemistry*, *Manufacturers Record*, *Domestic Commerce*, *American Paint Journal*, *Sales Management*, *Modern Packaging*, *Automotive Abstracts*, *Lefax*, *Canning Age*, *Credit Monthly*, *Gift and Art Shop* and *Bankers Monthly*. The fact that it was not until the early part of July that the editors themselves first saw *500 Business Magazines* makes the number of comments already printed all the more effective while the range of interests represented by these magazines is of decided interest.

One exception to the practice of sending *500 Business Magazines* only on direct request was made. As a matter of advertising policy, copies of the pamphlet were sent to the financial editors of 100 leading newspapers in the

country with a news item that the Department of Commerce had commented favorably on the list, and asked for copies for its 29 offices in different sections. Results indicate that this newspaper publicity has been reasonably effective.

The requests for the list have come from all but nine of the States, and from Canada, England, Italy, France, Switzerland, Turkey, Siam and New Zealand. They represent many phases of business activity—bank presidents, advertising men, engineers, merchants, manufacturers, professors, physicians and countless others.

The result of this carefully planned campaign for distribution shows that enlisting the cooperation of those definitely affected—in this case the magazines themselves—is worth while. Has the campaign been worth its cost to the Business Branch? The results so far have been extensive advertising in different sections, the establishment of friendly relations with many editors, research workers, special librarians; securing helpful suggestion and comment on the publication, and the compiling of a mailing list of individuals directly interested in such work. Sections of such a mailing list can be used for innumerable purposes. Such interest in this direct contribution of a library to the business world cannot fail to promote, if only indirectly, the growing appreciation of business library work.



One of the Three Windows Displays Arranged by the Public Library of Fort Wayne and Allen County, Ind., during Achievement Week in Cooperation with the Chamber of Commerce. The Three Models Picture the County Service to Schools, Branches and Deposits. The Background Is Made of Beaver Board, Painted White, and the Sketches are Done with India Ink

## Librarian Authors

LOUIS FELIX RANLETT was born Dec. 18, 1896, at the highest point at which anyone was ever born on Beacon Hill, that is in the top-floor apartment of a building which formerly stood at the corner of Joy and Mt. Vernon Streets in Boston, Mass. During his four years at Newton High School, from which he graduated in 1915, he was editor-in-chief of the senior year-book, assistant editor of the monthly magazine and class treasurer. Upon graduation he worked for two years as assistant to the librarian of the editorial library of *The Youth's Companion*, and in September, 1917, he entered Harvard College as he had always planned to do. In December of the same year he left to enlist in the Third Officers' Training School at Camp Upton, N. Y., and in April, 1918, went overseas as corporal in Company B, 308th Infantry, 77th Division. Three months later he was commissioned second lieutenant of infantry and was assigned to Company I, 23rd Infantry, 2nd Division, to which he was attached until wounded in action near Etienne-a-Arnes in the Champagne or Mont Blanc drive on Oct. 6, 1918. From then until he was discharged from the army, March 5, 1919, he was a hospital patient. Forty per cent disabled he was sent home, and on March 28, 1919, he returned to college to do enough work to receive his degree in June, 1921, with the class with which he had entered. In August, 1921, he began work with *The Youth's Companion* as an editorial reader and later department editor, and remained there until October, 1925. During the summer of 1926 he took courses in library science at Columbia University Summer School, and in February, 1926, became librarian of the Millicent Public Library of Fairhaven, Mass. During the period that he was looking for a library position, he took up free lance writing. He married Helen D. Miller in June, 1926. In September, 1927, Mr. Ranlett's, first book, *Let's Go!*, was published by Houghton Mifflin Company. He claimed to be the only disabled service man in the country who had no kick against the Veterans' Bureau, and his volume of reminiscences is really his diary converted into a story of the grim, stark, noise-crammed days that brought him with harsh speed from boyhood to manhood. He has also published various articles in *The Youth's Companion*, *The American Legion Weekly*, *The Open Road*, *The Beacon* and other magazines. During the winter of 1928-29 he worked on a war novel, but it has not as yet been published.

Mr. and Mrs. Ranlett live in West Roxbury.



Louis Felix Ranlett

Author of "*Let's Go*," who has no kick against the Veterans' Bureau, says, "When I left the army, the Bureau set me up at college all the time I was getting my degree, and when I finished they put me on compensation payments which have gone without a hitch."

a suburb of Boston, in a small house with a garden and fruit trees. He is Chief of the Order Department of the Boston Public Library at the present time and editor of the publications of the Massachusetts Library Club. His favorite sports are hiking and mountain climbing, and he belongs to the Boston Authors Club, University Club (Boston) and the Disabled Emergency Officers of the World War. He is known to his friends by his middle name, Felix, and is nicknamed "Fe."

# THE LIBRARY JOURNAL

October 1st, 1929

## Editorial Forum

OCTOBER, though the tenth month of the year, is a month of beginnings. The autumnal equinox is past, the days shorten and the evenings for reading lengthen, the schools are at work and libraries should take the opportunity to give the widest publicity to their helpfulness with their local community in supplying recreative and educational food in not unfriendly rivalry with the radio and the movies. In the long run a public library usually depends for its prosperity and usefulness on what the people think of it. What the public thinks of it depends in turn, not only on the character of the books and the service, but also on what the library does to make its books and service known. If the library and the librarian are to get more people to read more and better books then the public must be told constantly about books through a never-ending campaign of publicity. This campaign may be conducted through newspaper publicity, book talks before clubs and over the radio, exhibits, window displays and other mediums. Many are the mediums, but full success in publicity will not come through imitation. Full success will only come through a painstaking, original study of local conditions and through the understanding application of sound advertising principles.

\* \* \*

BULLETIN boards are the commonest publicity device found in public libraries and are used for announcements, posters and small exhibits. The real aim of publicity should be to reach out and bring a new clientèle to the library, and this medium is necessarily limited to the borrower who visits the public library. An attractive bulletin board, however, will often draw a borrower's attention to some particular book that he might not otherwise have

noticed, and in this manner fulfills its use as a publicity agent, but, unfortunately, many bulletin boards look untidy and even this value of publicity is lost. Bulletins, announcements and displays are often allowed to remain up too long, and the patrons become tired of them long before they are taken down. Any bulletin board exhibit, poster or announcement should be changed often and should be arranged attractively.

\* \* \*

THE window display method of publicity is often used in public libraries, especially where a library occupies a store building or is offered the use of a store window to the mutual advantage of both the merchant and the library. Such opportunities are worth taking advantage of as a good window display attracts readers. When the window is a library window, books and magazines may be well displayed, being careful to place them in such a manner that the interested observer can view them with the minimum of effort. Store windows can often be attractively arranged with both books and merchandise, such as a travel exhibit arranged around a display of leather goods and traveling bags. There is unlimited opportunity for originality and attractiveness in window decoration, and particular attention should be given to backgrounds and illumination. A close second to the window display method stands the motion picture medium of publicity. Both these methods will attract readers entirely outside the library field and so fulfill the reason for library publicity. Motion picture exhibitors will often print lists prepared by the public library, relating to the subject of a photoplay, and distribute them to patrons. Such a scheme is described in the June 15 issue of the LIBRARY JOURNAL, and such a list, prepared by the Los Angeles and Cleveland public libraries, is printed in the Sept. 15 issue. The radio is also becoming more and more a medium of outside publicity, and it has the personal quality conferred by the voice of the speaker. On the other hand, the radio requires a distinctly good speaker and waves cannot be confined to the boundaries of a given territory. This means, with high powered stations, that radio is perhaps better adapted to state, regional or national than to local publicity.

\* \* \*

THE conference at Cambridge late in August on adult education brought together students and practitioners in this field from many countries, most of them, however, not specifically



librarians but educators and others interested from various angles. Adult education, in fact, means different things in different countries, but all are working toward the common end of carrying school and even college education throughout the later years of life. America was well represented, Secretary Milam staying over from Rome to attend the conference, while Miss Eastman, the retiring President of the A. L. A., refrained from being present as an official delegate at Rome that she might attend the Cambridge meeting, where her fellow-townsmen, Newton D. Baker, was also present. Probably nowhere else has adult education had such concentrated attention as in our own country, for even the colleges and universities are taking the cue and providing extension work for their own graduates. The whole scheme of summer schools is, in fact, in line with this guiding thought. The method must vary in each country according to the preparation of younger folk in their school and college work and must be adapted to the varying circumstances of the adult who has yet to be educated, or the educated adult who has yet to be more educated. Comparative study of methods in various countries or communities will be of the highest value in the development of this special field, which in this country has become an increasing proportion of our library work.

\* \* \*

THE resolutions representing the finality of the Rome Congress, as adopted at the closing session at Venice, covered the widest possible ground, and made a program all-embracing and far-reaching in scope. It is to be hoped that they may have actual fulfillment and not follow the record of the first American conference of librarians in 1853, when many good things were prophesied which it was left to a later generation to bring to pass. The best assurance that actual progress will be made is in the selection of Dr. Sevensma as secretary, potentially the working executive, of the International Federation. His thorough training in Holland and his later experience as Librarian of the League of Nations have given him unusual scope, and he is an internationalist in the broadest and best sense. Not everything of the Venice program can be accomplished, perhaps within our own generation, but it may be brought about, particularly if the endeavors are not too ambitious.

IT may be added that the emphasis at the Rome conference was largely on the cooperation of nationalities rather than in attempting cosmic schemes for the whole world. The job of getting together all of the books that are written from year to year is a colossal one, and, on the whole, rather impossible of achievement. The same is true, though in less degree, as to international bibliographies, and it is wise to look to each nation to make its own bibliography with inter-library and international methods of information, so that it may be possible in any one nation to obtain promptly the necessary material from the bibliographical treasures of the other nations. The Union Catalog of our Library of Congress is a practical endeavor to do all that can be done toward a world catalog, but even Professor Richardson, with his optimistic idealism, can scarcely expect that in his day or generation or in generations to come all the books of all the world for all time can be brought together for record in any one catalog, card or otherwise. The Brussels plan of the repertory comes nearest to the fulfillment of the larger plan, but this has already become so colossal that it presents physical problems of shelf or cabinet room that will be more and more difficult of solution as time goes on and more and more books are printed in the future, and more and more books discovered and recorded from the past. "Of the making of books there is no end," and even catalogs are beginning, like the camel's head in the tent, to take up the space required by more important items, bibliographical or human.

\* \* \*

THE report of Mr. Compton's A. L. A. committee, condensed on other pages, presents an interesting and valuable investigation of living expenses of library assistants which have a bearing on the salaries both of librarians and teachers. It is a happy phrasing of an important fact that a worker should have not only a living wage but a growing wage, a remuneration which permits cultural and recreational advance. This is better acknowledged in the case of teachers than of library assistants, and the former have the advantage of a rest period of two or three months' vacation instead of the single month which is possible in library service. On the other hand, the teacher is under a constant strain to which the library assistant is less subjected in the day's work. The school librarian with a salary of a teacher is in the happy position of enjoying the best advantages in both fields of work, and this adds interest and importance to this division of library work.



# The First World Library Congress

Rome-Venice, June 15-30, 1929

By Theodore Wesley Koch

Librarian, Northwestern University

## *The Bibliographical Exhibits*

THE Ministry of Public Instruction felt sure that by visiting the exhibits which had been arranged for the Congress the members could gain an idea of the rarities and treasures preserved in the libraries of Italy. The aim was not only to please the eye, but also to instruct the mind. Each exhibit had a special character, but, taken together, they displayed bibliographical gems like beautiful miniatures, fine bindings, old engravings, original drawings, rare manuscripts, copies of Italian books and other products of the printing art, from the fifteenth century down to the most modern applications of printing. From the value of the very rare material exhibited, from the great variety of the books, from the happy combination between the old and the new, between what is typically local and what ties up to the progress of modern technique, the administration felt that visitors could gain some idea of how formidable were the bibliographical problems of such a country as Italy. While on the other hand Italy, with her renewed youth, will not tolerate retrogression or even standing still in anything relating to the graphic arts and library economy, yet on the other hand respect and love for the past demand the strictest guardianship of a vast amount of valuable material scattered through several hundred public libraries. The custodians feel that the physical aspect of these buildings must be preserved in the form in which they inherited them from their predecessors, as living fountains of study, sanctuaries of beauty and perennial testimony of the culture of the race.

The exhibits were as different from one another as the problems, needs and interests of the various groups. The main exhibitions in Rome were three in number: (1) The historical-bibliographical exhibit relating to Rome as an empire, as the seat of the Roman Catholic Church, and as the capital of modern Italy. (2) The modern Italian book exhibit. (3) The exhibit of library economy.

The first of these, which was held in the Palazzo Margherita, was in turn composed of three sections: (1) Latin authors represented in the oldest codices possessed by the Italian libraries and in certain distinguished illuminated manuscripts of the Renaissance. (2) Latin authors in the first Roman editions of the fif-

teenth century. (3) Dante, Petrarch and Boccaccio as representing the Italian genius which continued the splendor of the classic art.

In addition to the above, there was an exhibit of artistic Italian bindings of all periods, held in the Castel Sant' Angelo. Some of the specimens had been loaned by famous Roman families, by the monasteries of Montecassino, Grottaferrata and Trisulti, as well as by the various public and institutional libraries of Rome. Especially noteworthy were the bindings with the papal coat of arms, from the time of Martin V to that of Pius XI.

The history of the Italian book was shown in two exhibits; one, covering the long period from the beginning of printing to the end of the eighteenth century, took place in Florence, while the second, relating to the modern Italian book, was held in the rooms of the old Minerva Palace in Rome.

In the Palazzo Riccardi and in the neighboring Biblioteca Riccardiana, there were gathered the chief bibliographical treasures of the Florentine libraries—the Nazionale, Mediceo-Laurenziana, Riccardiana and the Marucelliana. The exhibit was planned and arranged by the Istituto Italiano del Libro. Owing to the wealth of old books possessed by the Florentine libraries, they were able to show a small but very select series of the oldest Italian incunabula; the first books printed in the different cities of northern and central Italy, leaving those of southern Italy to be covered by the exhibit at Naples; and selected specimens of printing by the great Italian printers of the sixteenth, seventeenth and eighteenth centuries, down to Bodoni. It is extremely difficult to specify the rarer and more precious items in this very select and exceptional gathering of book aristocracy, as was stated in the brochure issued by the Ministry of Public Instruction, *Accademie e Biblioteche d'Italia*, anno 2, n. 6. Each copy, particularly of the books of the first two centuries of printing, could boast of a special title of nobility, if indeed it did not have several to boast of at the same time. Many of the books were unique copies, and there were about fifty copies on parchment, some of which were beautifully illuminated. The exhibit included also the first and the best specimens of printing in Greek, Arabic, Ethiopic and other less known oriental and occidental languages done in Italy.

## World Conference on Adult Education

ADULT education in all its ramifications was discussed at the highly successful World Conference on Adult Education held under ideal conditions at the University of Cambridge, England, from August 22nd to 29th, 1929.

The first general session, with Dr. Albert Mansbridge, president of the conference, in the chair, was devoted to consideration of "The Principles and Problems of Adult Education." The speakers were the Bishop of Plymouth, in the absence of Sir Michael E. Sadler, Master of University College, Oxford, and Dr. William H. Kilpatrick, professor of the Philosophy of Education, Teachers College, Columbia University. At the evening sessions the theme of the morning session was developed by speakers from Australia, France, Switzerland, Austria, Czechoslovakia, Poland, Finland, India and Japan. Rural education, women's problems and settlements and educational work were facets of the discussion of "Extensive and Intensive Adult Education" at the second general session on Saturday, Aug. 24th, under the chairmanship of Lektor Oscar Olsson, M. P., of Sweden. A lecture on Cambridge was given in the evening by the Very Rev. the Dean of Norwich.

Succeeding days took up "Books and Adult Education—Production, Supply and Distribution"; "Adult Education and the Industrial Worker"; "The Relation of Humanistic to Technical Instruction", and "The Problems of World Co-operation: the Function of the World Association." Summaries of the principal papers were printed in French and German translation as well as in English.

Linda A. Eastman, former president of the A. L. A., was chairman of a group meeting on "Libraries and Adult Education" on Sunday, August 25th. Among other American librarians present were: Miss Annie P. Dingman, Cleveland; Miss Jennie Flexner, New York City; Miss Miriam D. Tompkins, Milwaukee; Miss Laura R. Gibbs, Boston; Miss Barbara Duncan, Rochester; Mr. Harold Leupp, University of California; Mrs. Mary Duncan Carter, Montreal; former Librarian Dr. John Lapp; Miss Mary Margaret Weaver, Denver, and Carl Milam, Secretary of the A. L. A.

The group meetings on books and on libraries were carried out according to schedule. Later, to provide an opportunity for informal discussion, another group meeting on libraries was held with the Secretary of the A. L. A. acting as Chairman. It was attended by some thirty people, including librarians from Great

Britain, Germany, Sweden, Holland, America and perhaps other countries. Several in attendance were not librarians.

On the recommendation of the library section the following resolution was adopted by the Congress: "Believing that individuals who seek to educate themselves through reading are an important and large group in adult education; and that the service of libraries to individuals and to adult classes might be improved and extended as the result of further discussions between librarians and other adult educationists;

"We recommend that the World Association for Adult Education provide opportunity for such discussion under its auspices, through the appointment of a Committee on Libraries and Adult Education, through consideration of this topic at the next working conference or in some other appropriate way."

At the informal meeting on libraries two resolutions were adopted. One was a request that the American Library Association undertake the compilation and publication of a list of adult education activities carried on by libraries in different countries. The other was a request to the International Federation of Library Associations for the appointment of a Committee on Public Libraries.

At the conclusion of the Congress some of the delegates were fortunate to receive copies of the International Handbook on Adult Education which had been prepared by the World Association. It is a book of several hundred pages with separate chapters on adult education work in different countries. Many of the chapters include paragraphs on the popular library movements in the different countries which will be of great interest to American librarians.

During the Congress the World Association was reorganized so that it is now in fact as well as in name a World Association.

### Free Publicity

THE World Peace Foundation has adopted a scheme of publicity among library patrons to assure a use of their material. By way of experiment, R. L. Bailey, Librarian at the Wilmington Institute, Delaware, was asked whether he would be willing to have a form letter sent to teachers and specialists in his community. A list of names was returned, and the World Peace Foundation sent a circular letter to each person to acquaint each borrower with the growing resources of his own library.

## A Composite Picture of the Rank and File in the Library Profession

WITH the establishment of the Board of Education for Librarianship in 1924 we have seen an increasing emphasis on professional library education, and in consequence a general raising of standards in library schools and other training agencies. Generous scholarships for advanced graduate work are being offered, and there are evident indications that librarianship bids fair soon to make a showing in scholarship and research. With this upward trend surely we are all in accord. But what about the rank and file? Is there an upward trend there, and is the compensation such as to make us hopeful of the future?

The following report is an attempt to answer this in part. It is also an attempt to show the kind of information which head librarians and boards of trustees ought to have available, for it is this information which a Statistical Department in the A. L. A. could collect and make available. The report is not comprehensive. It has been prepared by a librarian ordinarily busy with duties in his own library, but as far as it goes it does, in our opinion, give a composite picture of the rank and file in the library profession. A circular letter was sent to librarians of libraries included in Salary Statistics tables published in the A. L. A. *Bulletin*; these represented four groups of libraries: large, medium-sized and small public libraries and college and university libraries. With this circular letter individual budget blanks for a limited number of assistants were included. These were grouped as follows: Assistants with less than two years' experience; assistants with more than five years' experience; branch librarians; children's librarians, and cataloguers. Answers were received from 98 libraries pretty evenly divided among the various groups of libraries.

The tables and conclusions drawn are based upon replies from 685 library assistants, divided as follows: 139 with less than two years' experience, 208 with five or more years' experience, 110 branch librarians, 94 children's librarians, and 134 cataloguers.

Of the 685, there are 327 college graduates, 150 with partial college education and 208 with only a high school education. Of the 685, there are 339 library school graduates, 170 training class, 77 summer school and 99 with no training. If we want to put it another way we may say that the typical library assistant is a woman with more than two years of college, having

additional professional library training, and who after eight years of experience is receiving \$1,597 a year, which in pre-war prices is equal to \$934.

The average budget is: Board and room, \$654; clothing, \$281; laundry and dry cleaning, \$42; health, \$45; carfare, \$52; recreation, including vacation, \$96; books, magazines, theater and music, \$47; benevolences, \$55; savings, \$186; life and accident insurance, \$59; all other, \$127. The individual items amount to \$1,644, slightly more than the average salary, but this is accounted for by the fact that 141 have an average income of \$324 in addition to salary.

Of the 685, for those living at home, numbering 355, the average salary is \$1,524. Of 330 not living at home, the average salary is \$1,676. For those living at home the average cost of room and board is \$590, and for those not living at home the average cost of room and board is \$722. It is worth noting that the difference in average salary received by the one living at home and the one not living at home is approximately the same as the difference in cost of room and board for the same two groups. This would seem to bear out the economic theory that with added economic pressure the salary will tend to equal the demands of the worker. In other words, the difference in the scale of salaries of a library which predominantly employs assistants living at home and the scale of salaries of a library which predominantly employs assistants not living at home will equal the difference in the cost of board and room for assistants living at home and not living at home. Outside of cost of board and room there is no reason to believe, with the possible exception of cost of laundry, that the other items in the budget as given will not be approximately the same for the assistant living at home and for the one not living at home.

Another interesting point is the difference in average salary in the various groups. The average salary in large public libraries is \$1,687, in medium-sized public libraries, \$1,393; in small public libraries, \$1,449, and in college and university libraries, \$1,695. Although the difference in average cost of board and room in the four groups does not in any case equal the difference in the average salary in the same groups, the following figures indicate that it does in some cases approximate this difference. The average cost of board and room for assist-

A summary of the report of the A. L. A. Committee on Salaries, Insurance and Annuities.

ants in large public libraries is \$727, for medium-sized public libraries, \$537; for small public libraries, \$540, and for university and college libraries, \$655. The higher average salary for assistants in college and university libraries evidently is accounted for by the fact that they have more college preparation, 93 out of 110 being college graduates and 78 out of 110 being library school graduates. It is especially significant that of 24 assistants in college and university libraries with less than two years' experience all are college graduates and 18 are library school graduates. This is a much better showing than in any other group and evidently indicates that college and university libraries are requiring full college graduates and in most cases library school graduates for all new members of their staffs.

It is also interesting to note that in college and university libraries the number of assistants living at home is 39, those not living at home 71, which also perhaps accounts for an average higher salary and for higher average cost of board and room than would probably be expected in college and university communities. In the group of medium-sized public libraries, on the contrary, where the proportion of those living at home is in the opposite direction, there being 100 living at home and 57 not living at home, the average salary is the lowest, the amount of college preparation and library school training is the lowest, and the cost of board and room is also the lowest.

This rapid raising of educational standards for those now entering the profession is further indicated by the fact that of 139 assistants with two years or less experience, 96 are college graduates, a percentage of 70; while of the 685, only 327 are college graduates, a percentage of 48; of the same 139 assistants, 75 are library school graduates, a percentage of 54; while of the 685 there are 339 library school graduates, a percentage of 49, which evidently shows that while the number of library school graduates is making a very small advance, the number with college degrees entering the profession is increasing much more rapidly.

One rather surprising fact is that 20 per cent, or 141, of the 685 assistants reporting, have an average income of \$324 over and above their library salary. In this computation an additional income of less than \$50 has not been included. If this number is added to the large number who indicate that they are receiving aid from their families, or are not paying anything for board, or a nominal sum, or those whose families buy clothing for them, or are supplied with vacation money, it would be a nice question whether these are not factors in keeping library salaries lower than they would

be otherwise. We have no way of knowing whether other professional women to such a degree have incomes in addition to their salaries.

In sending out the questionnaires, head librarians were requested to give their estimates of the cost of suitable board and room. It is interesting to compare these figures with the averages of actual cost of board and room. The estimates of librarians of thirteen large public libraries give an average of \$711; the actual average is \$727, but the average cost of board and room for those not living at home is \$788. The estimates of head librarians in 7 medium-sized public libraries gives an average of \$677; the actual average is \$537, while the average for those not living at home is \$647. The estimates of librarians of 16 small public libraries give an average of \$685; the actual average paid is \$540, and the average for those not living at home is \$623. The estimates of librarians of 14 university and college libraries give an average of \$711; the actual average paid is \$655, and the average of those not living at home is \$672. These figures would seem to indicate that head librarians are not underestimating what it is costing assistants for board and room.

Comments on various items of the average budgets for various classes may be made here. The average cost of health, including doctor, dentist, etc., is \$45 a year, which would indicate that library assistants are a healthy lot. Of the 685, there are 86 who do not list anything under this item.

The average for carfare of \$52 a year, or \$1 a week, indicates a rise from the old 5-cent carfare. Of the 685, there are 88 who have no expense for carfare.

Of the 685, there are 97 who do not assign any amount to recreation. The average of \$96 a year for recreation seems small, especially as it includes vacation expense.

The expenditures for books, magazines, theater and music has a direct bearing upon a library assistant's usefulness to her library, and an average amount of \$47 seems a creditable one out of a salary of \$1,597, it being 3 per cent of total salary. 84 of the 685 do not, however, list any expense for this item.

The average expenditure of \$55 for benevolences is approximately 3½ per cent of total salary of \$1,597.

One of the most interesting tables is that of savings. The assistant with less than two years' experience, with an average salary of \$1,295, saves \$148, or 11½ per cent. Of the 139 in this class, 46, or 33 per cent, report no savings. The assistant with more than five years' experience, with an average salary of \$1,609, saves \$177, or 11 per cent. Of the 208 in this



class, 45, or 21½ per cent, report no savings. The branch librarian with an average salary of \$1,931 saves \$205, or 10½ per cent. Of the 110 branch librarians, 25, or 23 per cent, report no savings. The children's librarian, with an average salary of \$1,601, saves \$169, or 10½ per cent. Of the 94 children's librarians, 19, or 21 per cent, report no savings. The cataloguer, with an average salary of \$1,685, saves \$221, or 13 per cent. Of the 134 cataloguers, 30, or 22½ per cent, report no savings. From these figures and those on benevolences we are obliged to infer that cataloguers slightly have the edge on their sister librarians both in generosity and in thrift. Of the 685 as a whole, the average saving is \$186, which is nearly 12 per cent of the average salary of \$1,597. 165, or 24 per cent of the 685, report no savings. The advice of home economic experts to families is that they should save 10 per cent, so that this average saving for a library assistant of \$186 is no less than remarkable on a salary of \$1,597. However, it must be remembered as noted above that 20 per cent of the 685 have an income averaging \$324 in addition to library income.

That 411 of the 685 carry life insurance and in some cases accident insurance would seem to indicate that this has been taken out to protect parents or other relatives at least partially dependent on the assistants. Of course, this may be merely a tribute to life insurance salesmanship or the use of endowment policies primarily as savings. In any case, the \$59 spent annually for insurance might readily be added to savings.

Samuel H. Ranck, in the following quotation, gives some comparison with average salaries in other occupations:

"With reference to the question of salaries again, and the thing the A. L. A. should stand for, we should not talk about a 'living wage'—a term I resent, since it usually implies a mere physical existence. The thing that the Association should stand for as a profession is a 'growing wage,' an income which provides for professional and intellectual growth, as well as the physical well-being of librarians. That should be the minimum. A 'growing wage' carries with it the idea that a librarian is in the position economically to be able to travel occasionally, to form social contacts on the basis of equality, and therefore have a standing in the community life which such education, experience and culture receives on the part of persons in other lines of work. In short, a 'growing wage' means that a librarian can lead a full, rounded life both as an individual and as a citizen."

Perhaps it would be unfair to maintain that an average salary of \$1,597 is not a living wage but that it is adequate or that it will attract

to the profession women of the ability demanded to meet the rapidly growing needs of the profession seems nothing less than absurd. There is no way of knowing what the actual increase in library salaries has been in the 15 years since the beginning of the war. Some salary statistics compiled at about that time are local and not very significant. We do know that the average salary paid to graduates of Pratt Institute Library School in 1914 was \$1,081, but these included head librarians and heads of departments. However, it would seem probable that the increase in the average library salary has been more apparent than real, for it cannot be too often reiterated that it takes \$1.71\* now to buy what in 1913 would cost \$1, so that as has been stated previously the average salary of \$1,597 now is equal to \$934 previous to 1914.

We cannot go fully into comparisons with compensations of other occupations, but figures taken from the May, 1927, *Research Bulletin of the National Education Association* are pertinent. The median salary paid to teachers in cities of over 100,000 population, being practically the same size as cities from which library salaries have been compiled, is \$2,008 for elementary school teachers and \$2,583 for high school teachers. Figures in the same bulletin give the following: (1) Average salary of U. S. Government employees, \$1,809; (2) average salary of high-grade clerical workers, \$1,908; (3) average earnings of trade union members, \$2,502; (4) average earnings of workers in 25 manufacturing industries, \$1,309; (5) average income of all gainfully occupied persons, \$2,010; (6) average income of all persons having incomes of less than \$3,000, \$1,693, and (7) average salary of routine clerical employees working under supervision, \$1,200. It would seem pertinent to remark that the average salary of a library assistant, namely \$1,597, is less in every instance except workers in manufacturing industries, whose education probably does not exceed elementary school, and routine clerical workers, whose education probably in no case exceeds high school. It may be also noted that the median salary of \$2,008 for elementary school teachers given above is 25 per cent more than the average library assistant's salary of \$1,597, and the average salary of \$2,583 for high school teachers is 62 per cent more than the average salary of a library assistant. It may be well to state again that this average salary of \$1,597 is paid to a library assistant who has had two years of college, generally professional library training, and eight years of library experience. Nearly half of the 685 are graduates of college and also library school.

\*Monthly Labor Review at the U. S. Department of Labor, February, 1929, p. 372.



## The October Forecast

A check list of books of general interest whose publication dates fall during the coming month

(Exact date of issue is given when known.)

### History and Travel

- Bowers, Claude G. *The Tragic Era: The Revolution After Lincoln*. Houghton Mifflin. \$5.
- Chadwick, W. S. *Giants of the Forest*. Bobbs-Merrill (10th). \$4.
- Dare, Josiah. *Counsellor Manners: His Last Legacy to His Son*. Coward-McCann. \$2.50.
- Dyott, G. M. *Man Hunting in the Jungle*. Bobbs-Merrill (24th). \$5.
- Goodenough, Erwin R. *The Jurisprudence of the Jewish Courts in Egypt*. Yale Univ. Press (4th). \$3.
- Guignebert, Charles. *A Short History of the French People*. Macmillan. 2v. \$12.50.
- Hart, Francis R. *The Disaster of Darien*. Houghton Mifflin. \$4.
- Hicks, Frederick C., ed. *High Finance in the Sixties*. Yale Univ. Press (11th). \$5.
- K. O. S. (Baroness Dombrowski). *The Fat Camel of Bagdad*. Macmillan. \$2.
- Laut, Agnes C. *The Overland Trail*. Stokes. \$3.50.
- Lummis, Charles F. *Flowers of Our Lost Romance*. Houghton Mifflin. \$4.
- Macmillan, Norman. *The Air Tourists Guide to Europe*. Washburn (11th). \$3.
- Meyendorff, Alexander. *Background of the Russian Revolution*. Holt. \$2.50.
- Mukerji, Dhan Gopal. *Visit India with Me*. Dutton. \$3.
- Park, No. Yo. *Making a New China*. Stratford. \$2.50.
- Pottle, Frederick A. *Stretchers: The Story of a Hospital Unit on the Western Front*. Yale Univ. Press (18th). \$3.
- Quaife, Milo M. *The Truth About Geronimo*. Yale Univ. Press (11th). \$4.
- Sitwell, Sacheverell. *The Gothick North: A Study of Medieval Art, Life and Thought*. Houghton Mifflin. \$5.
- Slocombe, George. *Paris in Profile*. Houghton Mifflin. \$4.
- Strong, Anna Louise. *Red Star in Samarkand*. Coward-McCann. \$3.50.
- Wilstach, Paul. *Tidewater Virginia*. Bobbs-Merrill (10th). \$5.
- Worcester, Dean C. *The Philippines, Past and Present*. Macmillan. \$5.

### Literature

- Becker, May Lamberton. *Books as Windows*. Stokes. \$2.

- Budwin, Ray. *The Return of Eurylochus*. Stratford. \$1.
- Canfield, Curtis. *Plays of the Irish Renaissance*. Washburn (4th). \$3.
- Chase, Mary Ellen. *The Golden Ass and Other Essays*. Holt. \$2.
- Cheney, Sheldon. *The Theatre: Three Thousand Years of Drama, Acting and Stagecraft*. Longmans, Green (16th). \$10.
- Gould, Gerald. *Collected Poems*. Payson & Clarke (19th). \$3.
- Kreymborg, Alfred. *Our Singing Strength: An Outline of American Poetry (1620-1930)*. Coward-McCann. \$5.
- Lee, Gertrude. *Inside My Garden Wall*. Stratford. \$1.50.
- Lewis, Charlton. *The Principles of English Verse*. Yale Univ. Press. \$1.50.
- Lindsay, Vachel. *Every Soul Is a Circus*. Macmillan. \$2.50.
- Lowes, John Livingston. *Of Reading Books*. Houghton Mifflin. \$1.
- McCord, David. *Once and For All*. Coward-McCann. \$3.
- McDermott, John F., comp. *The Collected Verse of Lewis Carroll*. Dutton. \$2.50.
- Masefield, John. *Collected Poems*. Macmillan. \$5.
- Morton, David. *The Renaissance of Irish Poetry*. Washburn (4th). \$2.50.
- Rogers, Prof. Robert E. *The Fine Art of Reading*. Stratford. \$2.50.
- Saurat, Denis. *Blake and Modern Thought*. Dial Press. \$4.
- Schelling, Felix E. *Pedagogically Speaking*. Univ. of Penn. Press. \$2.50.
- Smily, Walter Edward. *The Message*. Stratford. \$2.
- Snyder, Alice D. *Coleridge on Logic and Learning*. Yale Univ. Press (25th). \$3.

### Biography

- Bugnet, Charles. *Foch Speaks*. Dial Press. \$3.
- Butler, Rev. Alban. *Lives of the Fathers*. Stratford. 5v. \$25.
- Chotzinoff, Samuel. *Eroica: the Life of Ludwig van Beethoven*. Simon and Schuster. \$3.
- Clemenceau, Georges. *In the Evening of My Thought*. Houghton Mifflin. \$12.50.
- Cross, Wilbur L. *The Life and Times of Laurence Sterne*. Yale Univ. Press. \$5.
- Forrester, C. E. *Lord Nelson*. Bobbs-Merrill (24th). \$4.

- Graham, Stephen. *Peter the Great*. Simon and Schuster. \$3.
- Gwynn, Stephen, ed. *The Letters and Friendships of Sir Cecil Spring-Rice: A Record*. Houghton Mifflin. \$12.50.
- Hoyt, Henry F. *A Frontier Doctor*. Houghton Mifflin. \$3.50.
- James, Marquis. *The Raven*. Bobbs-Merrill (10th). \$5.
- Kayser, Rudolph. *Stendhal*. Holt. \$3.
- Lee, Cuthbert. *Early American Portrait Painters*. Yale Univ. Press. \$10.
- Lewis, D. B. Wyndham. *King Spider: A Life of Louis XI of France*. Coward-McCann. \$5.
- Lyon, Hastings, and Block, Herman. *Edward Coke: Oracle of the Law*. Houghton Mifflin. \$6.
- Musser, Paul H. *James Nelson Barker*. Univ. of Penn. Press. \$3.
- Nevins, Allan. *Polk: The Diary of a President, 1845-1849*. Longmans, Green (9th). \$5.
- Palache, John Garber. *Marie Antoinette: The Player Queen*. Longmans, Green (9th). \$5.
- Pell, John. *Ethan Allen*. Houghton Mifflin. \$5.
- Robinson, Edwin Arlington (selected by). *The Letters of Thomas Sergeant Perry*. Macmillan. \$3.50.
- Saville, Rev. Henry M. *Rhymes and Reminiscences*. Stratford. \$2.
- Tiltman, H. Hessel. *J. Ramsay MacDonald: Labour's Man of Destiny*. Stokes. \$5.
- Townsend, W. *Life of the Prince of Wales*. Macmillan. \$2.50.
- Ybarra, T. R. *Bolívar, the Passionate Warrior*. Washburn (4th). \$5.
- Zucker, A. E. *Ibsen, the Master Builder*. Holt. \$3.50.

## Fiction

- Blackwood, Algernon. *Dudley and Gilderoy: A Nonsense*. Dutton. \$2.50.
- Bloch, Jean Richard. — *And Company*. Simon and Schuster. \$3.
- Bottoms, Phyllis. *Windlestraws*. Houghton Mifflin. \$2.50.
- Broadhurst, Thomas W. *Blow the Man Down*. Dial Press. \$2.50.
- Browne, Lewis. *All Things Are Possible*. Macmillan. \$2.50.
- Bruce, Sir Michael. *Peaks of Hazard*. Bobbs-Merrill (10th). \$3.50.
- Casey, Robert J. *The Secret of 37 Hardy Street*. Bobbs-Merrill (3rd). \$2.
- Cole, G. D. H. and M. *Poison in a Garden Suburb*. Payson & Clarke (5th). \$2.
- Compton-Burnett, I. *Brothers and Sisters*. Harcourt, Brace. \$2.50.
- Davis, William Stearns. *The Whirlwind: An Historical Romance*. Macmillan. \$2.50.
- Delmar, Vina. *Kept Woman*. Harcourt, Brace. \$2.50.
- Drake, Lawrence. *The Brothers*. Simon and Schuster. \$2.50.
- . *Don't Call Me Clever*. Simon and Schuster. \$2.50.
- Eldershaw, M. Barnard. *A House Is Built*. Harcourt, Brace. \$2.50.
- French, Joseph L., ed. *Great Detective Stories of the World*. Dial Press. \$2.50.
- Glaspell, Susan. *Fugitive's Return*. Stokes. \$2.50.
- Gollomb, Joseph. *The Subtle Trail*. Macmillan. \$2.
- Gregg, Cecil Freeman. *The Three Daggers*. Dial Press. \$2.
- Harris, Judge Louis. *The Story of Crime*. Stratford. \$2.50.
- Hueston, Ethel. *The People of This Town*. Bobbs-Merrill (10th). \$2.
- Kataev, Valentine. *The Embezzlers*. Dial Press. \$2.50.

## Juvenile

- Artzybasheff, Boris. *What Makes the Wheels Go Round*. Macmillan. \$2.
- Bianco, Pamela. *The Birthday of the Infanta*. Macmillan. \$2.
- Cendrars, Blaise. *Little Black Stories for Little White Children*. trans. by Marjory Williams Bianco. Payson & Clarke (19th). \$2.
- Coolidge, Albert S. *Building a Model Railroad*. Macmillan. \$2.
- Craig, Helen, and Schaufler, Alan. *Picture Book of Ships*. Macmillan. \$2.
- Curtis, Helen Perry. *When Susie Sews*. Macmillan. \$2.
- Field, Rachel, and Lathrop, Dorothy. *A Sea-Going Doll*. Macmillan. \$2.50.
- Gate, Ethel M. *All the King's Trumpets*. Yale Univ. Press. \$2.
- Gibson, Katharine. *The Goldsmith of Florence*. Macmillan. \$5.
- Kyle, Anne D. *Prince of the Pale Mountains*. Houghton Mifflin. \$2.
- Lofting, Hugh. *The Twilight of Magic*. Stokes (24th). \$2.50.
- Mackay, Constance D'Arcy. *Youth's Highway and Other Plays*. Holt. \$2.
- Outhwaite, Ida R., and Rentoul, Annie R. *Fairyland*. Stokes (10th). \$7.50.
- Paget-Fredericks, J. *Miss Pert's Christmas Tree*. Macmillan. \$3.
- Perkins, Lucy Fitch. *Kit and Kat*. Houghton Mifflin. \$1.75.
- Thomas, Lowell. *The Hero of Vincennes*. Houghton Mifflin. \$2.50.

## In the Library World

### Library Publicity by a North Carolina County Newspaper

STANLEY COUNTY, NORTH CAROLINA, has worked out a project for securing publicity for its free county library and for building up that library, which is worthy of emulation by other communities. A recent special library edition of the *Albermarle Press*, a county newspaper in Stanley County, contains, in addition to several brief library editorials, an eight-page illustrated section devoted to libraries. Local business firms have purchased advertising space in this publication and in their advertisements have focused attention upon the county library. The articles published concern the Stanley-County Public Library in particular and libraries in general. Following are the titles of some of these articles: History of Our Public Library; Growing Membership of Public Library Calls for Additional Service; What the County Library Means to the Farmer; School Children Show Interest in Public Library; and North Carolina Library Commission Helps in Establishment of New Public Libraries.

The Stanley County Free Library is an outgrowth of a public library founded in 1915 in Albermarle by the local women's club. Not until 1926, through the cooperation of the Lions Club of Albermarle and the North Carolina Public Library Commission, did it become a county institution. Appropriations were received from both the town of Albermarle and Stanley County. At present, appropriations from both sources amount to \$3,000. Since 1926 the numbers of books belonging to the library has increased from 1,133 to approximately 3,000. A trained librarian is employed.

### Twenty-sixth Annual Report from East Orange

THE twenty-sixth annual report of the Free Public Library of East Orange, N. J., shows a gain of 10 per cent throughout the whole city. The library passed the 400,000 circulation mark when it circulated 417,497 books, an actual increase of 40,634. Of the total circulation, Main Library carried 48 per cent and the branches and extension work 52 per cent. 6557 borrowers registered, 951 more than during the preceding year, making a total of 18,742 and a gain of 5 per cent. The reading and reference rooms were visited by 33,522 men and women, 5209 more than in 1927.

### D. C. Numbers on L. C. Cards

THE desirability of having D. C. classification numbers on the Library of Congress printed cards has been discussed for many years, but no funds have been available for such work. According to a plan submitted by the Committee on Cataloging and Classification and approved by the A. L. A. Executive Board, letters have been sent to all libraries subscribing to the L. C. printed cards, inviting them, if interested in the project, to subscribe an amount equal approximately to 10 per cent of an average annual bill for the L. C. cards. The demand for the D. C. numbers will be judged by the response received. Work will not be started and no money will be collected unless a minimum of \$9,000 for three years is pledged. If more is subscribed, the surplus will be either deducted pro rata or applied to extending the work, as preferred.

Dr. Putnam has approved having the work of assigning D. C. numbers done at the Library of Congress, desks and necessary space being provided there, but no other expense or responsibility is assumed. It is planned first to supply numbers on cards currently printed for English books, extending the work to foreign books and reprinted cards as time and funds permit. If the work is to be begun, it is desirable that a start be made within the next two or three months, so that it may become established by January, 1930.

Libraries not now subscribing to the Library of Congress printed cards because the D. C. numbers have not been given, or persons interested in this undertaking and wishing to contribute may obtain copies of the letter and pledge cards by writing either to the American Library Association or to the Library of Congress. Attention is called to the fact that the work is to be done under the direction of the A. L. A. and that all pledges are to be paid to the Association.—ELIZA LAMB, *Chairman*.

### Southern Conference on Education Deals with Libraries

THE University of North Carolina announces for Oct. 19-22 the second University of North Carolina Southern Conference on Education. The program of the 1929 series will deal particularly with the subject of libraries, and it is hoped that through this conference that interest in libraries throughout the South may be stimulated, and that the place and function of the library in education may be more generally recognized by educators and citizens.

## Among Librarians

### Public Libraries

SUSANNA BAILOR, Illinois '29, began work as general assistant in the County Department of the Public Library of Fort Wayne and Allen County, Indiana, on Aug. 1.

ALICE A. DAVITT, Western Reserve '26, is children's librarian of the Howard Whittemore Memorial Library, Naugatuck, Conn.

AGNES F. HASSELL, St. Louis '29, has been appointed children's librarian, Portland, Ore.

BEATRICE M. LORD, Simmons '26, an assistant on the staff of the Manchester, N. H., public library, was married on Aug. 23 to Clayton F. Grant.

THELMA MARTIN, Western Reserve '24, librarian of the Greenlake Branch of the Seattle Public Library, was frozen to death while on a mountain climbing expedition on Aug. 18.

### A. L. A. Headquarters

CORA M. BEATTY, Western Reserve '26, has accepted the position of membership secretary with the American Library Association.

EILEEN DUGGAN, who has just finished organizing the library at the College of St. Mary of the Wesatch in Salt Lake City, will be general assistant in the *Booklist* office after Sept. 10.

MRS. GRACE JOHANNESEN, head of the Membership Department, leaves on Sept. 1. Her place will be filled by Cora Beatty of the Louisville Public Library.

DOROTHY ROWDEN, editor of the *Bulletin* and publicity assistant, leaves on Sept. 7. Mrs. Beatrice Sawyer Rossell, who has been in charge of publicity at the Albany Public Library, will be her successor.

MARGARET VINTON, until recently instructor at the St. Louis Library School, will come to Headquarters on Sept. 16 as general assistant to the Board of Education for Librarianship.

### College and University Libraries

LEON CARNOVSKY, St. Louis '28, has been awarded a fellowship by the Carnegie Corporation and has entered the Graduate Library School, University of Chicago.

FRANCES M. CHRISTESON, Western Reserve '24, is reference librarian in the University of Southern California.

JOHN RIDINGTON, librarian of the University of British Columbia, Vancouver, B. C., was united in marriage to Muriel Patience Fallows of Vancouver on Aug. 8, 1929.

### Dr. Sevensma Named Secretary of the International Federation of Library Associations



At the recent World Congress Dr. T. P. Sevensma, Librarian of the League of Nations Library at Geneva, was selected Secretary of the International Federation. Dr. Sevensma was born at Sneek, Friesland, in 1879. He studied theology, and later economics and social sciences, at the University of Amsterdam. He taught Hebrew at the Gymnasia College for a time and from 1908-1913 he was Conservator of the manuscripts at the Amsterdam University Library. In 1913 he became Librarian of the Commercial High School, Rotterdam, and in 1916 he went to Amsterdam as Director of the Public Library. From 1921-1924 he was Editor-in-Chief of the Dutch Encyclopedia *Zeeklicht*, and in 1924, in addition to his duties as Librarian of the Public Library at Amsterdam, he took over the directorship of the University Library. In 1927 he became Librarian of the League of Nations Library at Geneva.

\* \* \*

ELIZABETH F. SMITH, Simmons '26, was married on Aug. 3 to John Longton Blackledge. Mrs. Blackledge will be on the staff of the Boston Bookshop for Boys and Girls during the coming year.



## Book News

### Best Sellers

(from the Book Stores)

#### FICTION

- Remarque. *All Quiet On The Western Front*. Little, Brown. \$2.  
 Deeping. *Roper's Row*. Knopf. \$2.50.  
 Glasgow. *They Stooped to Folly*. Doubleday Doran. \$2.50.  
 Ertz. *The Galaxy*. Appleton. \$2.50.  
 Biggers. *The Black Camel*. Bobbs-Merrill. \$2.  
 Peterkin. *Scarlet Sister Mary*. Bobbs-Merrill. \$2.50.  
 Rosman. *Visitors To Hugo*. Minton, Balch. \$2.  
 Richmond. *The Listening Post*. Doubleday, Doran. \$2.  
 Lewis. *Dodsworth*. Harcourt, Brace. \$2.50.  
 Barrington. *The Laughing Queen*. Dodd, Mead. \$2.50.

#### NON-FICTION

- Hackett. *Henry The Eighth*. Liveright. \$3.  
 Dimmet. *The Art Of Thinking*. Simon & Schuster. \$2.50.  
 Sale. *The Specialist*. Specialist Publishing Co. \$1.  
 Lippmann. *A Preface To Morals*. Macmillan. \$2.50.  
 Durant. *The Mansions Of Philosophy*. Simon & Schuster. \$5.  
 Ford. *Salt Water Taffy*. Putnam. \$2.50.  
 Ripley. *Believe It Or Not*. Simon & Schuster. \$2.50.  
 Lowell. *The Cradle Of The Deep*. Simon & Schuster. \$3.  
 Work. *Contract Bridge for All*. Winston. \$2.  
 Chase. *Men and Machines*. Macmillan. \$2.50.

\* \* \*

### American Yearbook for 1928

DOROTHY ROWDEN, editor of the A. L. A. *Bulletin*, contributes a chapter on Libraries to the *American Yearbook* for 1928, the fourth of the present series and the first to be financed by the *New York Times* and its publisher, Adolph S. Ochs. County libraries, adult education, reading courses, library schools, bibliography, legislation, foreign relations, gifts and bequests, and new library buildings are succinctly treated in the four pages allotted the section, and the usual list of societies cognate to the work and aims of the A. L. A. is appended. (229 West 43rd St., New York: The American Yearbook Corporation, 1929. cl. 892 p., \$7.50.)

### BOOK CLUB SELECTIONS

for October

#### AMERICAN BUSINESS BOOK LEAGUE

*New Place Of The Stockholder*, by John H. Sears. Harper.

#### BOOK-OF-THE-MONTH CLUB

*The Good Companions*, by J. D. Priestley. Harper.

#### CATHOLIC BOOK CLUB

*Up To Now*, by Alfred E. Smith. Viking Press.

#### DETECTIVE STORY CLUB

*Poison In A Garden Suburb*, by G. D. H. and M. Cole. Payson and Clarke.

#### JUNIOR LITERARY GUILD

*Goldsmith Of Florence* (boys and girls 8-12), by Katherine Gibson. Macmillan.  
*Three Of The Moon* (girls 12-16), by Jacques Dorey. Knopf.  
*The Wonder Stick* (boys 12-16), by Stanley Coblenz. Cosmopolitan.

#### LITERARY GUILD

*Queen Elizabeth*, by Katherine Anthony. Knopf.

#### POETRY CLAN

*Blue Juniata*, by Malcolm Crowley. Cape and Smith.

\* \* \*

### Ten Poems Selected by Newark Public Library

IN 1926 the Newark Public Library caused to be printed nine sonnets on nine cards and put them in an envelope with a tenth card, on which was a statement of what a sonnet is. The sonnets did not profess to be the best nine ever written in English, but they all were good. These little packets of sonnets—a few hundred were printed—were sold by the library at 25c. each. They sold so well that this year the library was moved to print a selection of ten poems in a similar manner. The ten poems were selected from *The Oxford Book of English Verse*, and it was determined that all those selected should be of proper length to go comfortably on each card. This rule was broken when not all of a poem was used. Further limitations were made to this effect: None should be on love, religion, didactic or very common.



## Opportunities

*This column is open to librarians.*

Wanted—General assistant by a library in the Middle West to aid in the catalog and high school departments. Full education and professional training desired. Opportunity for advancement within the year, if ability warrants. P-15.

Wanted—Experienced children's librarian to organize work with children in a medium-sized library in California. Q-14.

Wanted—Reference librarian with college and library school training in a Western university library. Salary about \$2,000. Q-17.

Library school graduate with technical, administrative and teaching experience would be interested to hear of a position in one of the following fields: Readers' adviser, book selection or order department, training class instructor, curator of special collection. P-16.

Position wanted near New York City by college and library school graduate with over ten years' experience. Desires head of a small library, head of a department or county work. P-17.

Librarian with twenty years' experience, fifteen in college libraries, desires position in Washington, D. C. P-10.

Business librarian, college and library school graduate, with six years' experience in business-technical library, available as chief librarian in commercial organization or to organize business branch of public library. P-11.

Librarian, with training and excellent experience, interested in desirable position. Cataloging or organizing preferred, but would consider administering small library. P-12.

College and library school graduate with experience as librarian of college and special libraries wants position in or near Washington, D. C. P-13.

Librarian with five years' experience desires change. Graduate University of Colorado and Los Angeles Library School. Prefers Colorado or other Western State. P-14.

Position wanted by librarian with two years' college, one year of training and nine years' experience in public and special libraries. Reference preferred. Q-19.

Man with A.B. degree and several years of library experience, now head of department in large city library, desires position as assistant librarian or head of department in university or large public library. Q-11.

Trained librarian, ten years' experience, including administrative, cataloging, reference and extensive knowledge of public documents, desires position in West. Q-12.

Cataloging position wanted by college and library school graduate with some experience. Q-16.

Position wanted by librarian with one year of training and 12 years' experience in public and special libraries. Q-18.

Experienced art reference librarian desires position in university or public library. Parisian French with five years' experience in America. Q-15.

Young man with four years of college training in which he specialized in literature would like opportunity to gain library experience in a public or college library. Q-10.

College and library school graduate with two years' experience in library work desires position in an Eastern or Southern State. Q-13.

## THE CALENDAR

Oct. 3-5—North Dakota Library Association, Annual Meeting at Devils Lake, N. D.

Oct. 3-5—Michigan Library Association, Annual Meeting at Grand Rapids, Mich.

Oct. 4-5—American Library Institute Meeting at Stockbridge, Mass.

Oct. 7-12—New York Library Association, Annual Meeting at Lake Placid, N. Y.

Oct. 9-11—Ohio Library Association, Annual Meeting at Cincinnati, Ohio.

Oct. 9-11—Wisconsin Library Association, Annual Meeting at Wausau, Wis.

Oct. 9-12—South Dakota Library Association, Annual Meeting at Rapid City, S. D.

Oct. 10-11—Colorado Library Association, Annual Meeting at Greeley, Colo.

Oct. 10-11—Kentucky Library Association, Annual Meeting at Georgetown, Ky.

Oct. 11—New Jersey Library Association, Annual Meeting at Orange, N. J.

Oct. 14-16—Iowa Library Association, Annual Meeting at Des Moines, Iowa.

Oct. 16-18—Illinois Library Association, Annual Meeting at Urbana, Ill.

Oct. 17-18—Nebraska Library Association, Annual Meeting at Beatrice, Neb.

Oct. 17-19—Missouri Library Association will meet at Jefferson City, Mo.

Oct. 17-19—Massachusetts Library Club, Joint Meeting with Western Massachusetts Library Club at Curtis Hotel, Lenox, Mass.

Oct. 19-22—University of North Carolina Southern Conference on Education, Second Annual Conference at Chapel Hill, N. C.

Oct. 21-22—Southeastern Library Association, Special Meeting at Chapel Hill, N. C.

Oct. 22-25—Pennsylvania Library Association, Annual Meeting at Pocono Manor, Pocono Summit Station, Pa.

Oct. 23-25—Indiana Library Association, Annual Meeting at Gary, Ind.

Oct. 30-Nov. 2—Texas Library Association, Biennial Meeting at Waco, Tex.

Nov. 1-2—Virginia Library Association, Annual Meeting at Lynchburg, Va.

Nov. 7-8—Indiana Library Trustees Association will meet at Indianapolis, Ind.

Nov. 17-20—Children's Book Week.

Nov. 21-23—Mississippi Library Association, Annual Meeting at Jackson, Miss.

Dec. 30-31—Midwinter Meeting of the American Library Association, Drake Hotel, Chicago, Ill.



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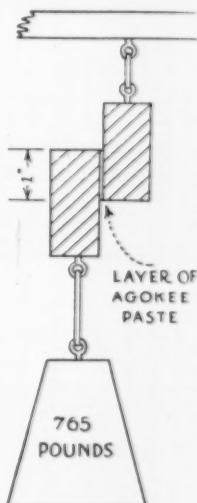
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# The Open Round Table

## To Whom It May Concern

To the Editor of THE LIBRARY JOURNAL:

It has not been my experience to find enthusiasm among librarians to thrash out to an issue (e.g., to "you like turnips and I do not") such a fundamental statement as the following: "Large libraries, public and collegiate, because of their collections on 'business,' have more in common with business libraries than business libraries have with one another; so that it behooves the library 'interests' of America to see if an organization of existing associations cannot be made by which we may have such a clearing house that problems and reference questions will automatically, as it were, find their way to the persons or organizations able to answer them."

To be more definite: The Special Libraries Association has in its membership those who specialize in electrical engineering, in architecture, in automobiles and a great deal else; and I sincerely believe that each of these specialists would find, in toto, richer resources in libraries that are parts of general and collegiate libraries than they would find, in toto, in libraries that prefer to be classed as bona-fide "S. L. A." libraries. On the other hand,

the heads of these S. L. A. libraries are naturally in better practice for knowing where to look *without* their walls for information in extension of what they have *within* their walls (because they are expected to do so, as part of a day's work) than are the "special collectionists" of the public and of the collegiate libraries.

All this seems to me so obvious that I am bewildered at the lack of interest on the part of the executives of the library associations to consider it seriously, or to appoint a committee to consider it seriously. The unhappy aftermath of the session of the Business Section of the A. L. A. at Washington this last spring testifies to the same lack of official interest in the largeness of the coordination problem that is still before the house. I believe, however, that if the prominent executives, past and present, of the A. L. A. and the S. L. A. would sit in council for a few hours they could produce a working plan that 99 per cent of us would readily subscribe to. Dr. Herbert Putnam, Librarian of Congress, should be commanded for such a council, or, if I had my way, appointed a committee of one to make a working plan.

GEORGE W. LEE.

## Library Organizations

### American Association of Workers for the Blind Discuss Books

THE Conference of the American Association of Workers for the Blind was held at Lake Wawasee, Ind., June 24-28. The topics under discussion were composition and binding, actual size and durability of braille books and care given the books by the library and postal authorities. The second session took up the general topic of mechanical process stressing the points of smoothness of paper in composition, desirability of wet printing as against that of dry printing, and defects in binding. At the fourth session the following resolution was adopted: "It is the recommendation of this group to the American Library Association Committee on Work with the Blind, that it consult with the A. L. A. for the preparation of a library supplement of brief book reviews, covering books embossed in braille to be inserted in one or more braille periodicals, and that the committee consult with the manager of various processes concerning the printing of this supplement."

### Medical Library Association

THE annual convention of the Medical Library Association was held in Cleveland, Sept. 3-5, with headquarters at the Hotel Statler. The main topic of the Convention was fire insurance and fire prevention for libraries. Dr. Maurice Fishbein of the American Medical Association described the method of preparation of the Quarterly Cumulative *Index-Medicus*, and stated that in the future numbers of new editions of books would be entered. The afternoon meeting of Sept. 4 was held at the Cleveland Public Library, and was given up to round table discussions of the problems of the small library. At the business meeting it was voted to accept the invitation of Montreal for the 1930 meeting. The following officers were elected for the ensuing year: President, Dr. Archibald Malloch, N. Y. Academy of Medicine; Vice-President, Dr. W. W. Francis, Osler Library, McGill University; Secretary, Miss Sue Biethan, University of Michigan Medical Library; Treasurer, Miss Mary L. Marshall, Tulane University Medical Library.



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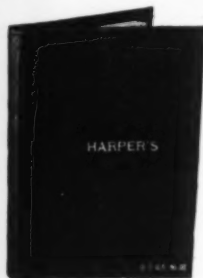
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# BOOK WEEK

November 17-23, 1929

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New 1929 edition revised by Book Evaluating Committee of the Children's Librarians Section of the A. L. A. About 100 titles, with descriptive notes, grouped according to the age of the children for whom they are suited. New cover illustration 16 p., 100 copies, \$1.50; 250, \$3.25; 500, \$6; 1000, \$10. *Your imprint* on 500 copies or more, \$1 extra.

## Recent Children's Books

New 1929 edition revised by Jessie Gay Van Cleve. An annotated list of about 30 outstanding books of 1929. Supplements "Gifts for Children's Book Shelves" by emphasizing the newer titles. New cover illustration. 4 p., 100 copies, .90; 500, \$2.75; 1000, \$4.50; 5000, \$17. *Your imprint* on 500 or more \$1 extra.

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## A Boy's Book List

## A Girl's Book List

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## THE PICTURE MAP OF FRANCE

All the places of historical and literary significance are depicted in delightful drawings and beautiful color upon this new map of France. It is designed, drawn and colored by Harold Haven Brown. Its full size is about 25 x 32 inches, reprinted in 6 colors.

In this map one catches the charm as well as visualizes the places that are renowned in French history and literature. The careful detail of the border sketches is apparent even in the miniature reproduction shown above.

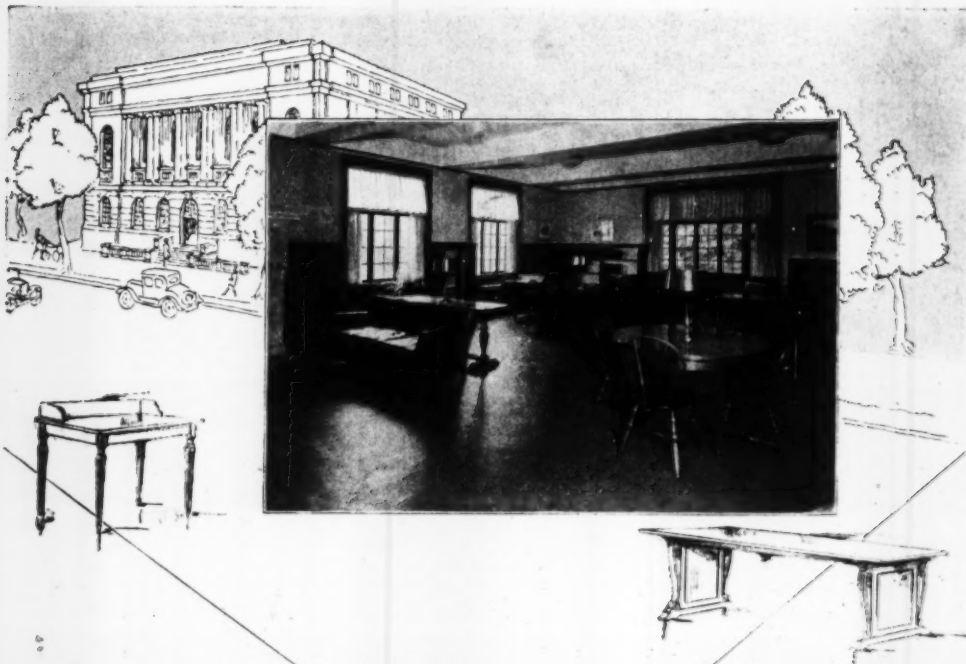
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